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This annotated bibliography dealing with cooperative extension contains 109 indexed and abstracted entries arranged under the following headings: (1) administrative organization and management; (2) training and staff development for extension workers; (3) organization of people to participate in extension; (4) volunteer local leaders; (5) program content and planning procedures; (6) general effectiveness of extension work; (7) extension teaching methods and techniques; and (8) general bibliographies. Most of the documents are from 1966-68. (author)

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ERIC CLEARINGHOUSE ON ADULT EDUCATION

Cooperative Extension

CURRENT INFORMATION SOURCES, NO. 20

November, 1968

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COOPERATIVE EXTENSION, CIS-20

ABSTRACT

This annotated bibliography dealing with cooperative extension contains 109 indexed and abstracted entries arranged under the following headings: 1) Administrative organization and management, 2) Training, staff development for extension workers, 3) Organization of people to participate in extension, 4) Volunteer local leaders, 5) Program content and planning procedures, 6) General effectiveness of extension work, 7) Extension teaching methods and techniques, and 8) General bibliographies. Most of the documents are from 1966-1968.

November 1968

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PREFACE

These abstracts represent documents emanating from or of interest to Cooperative Extension entering the ERIC Clearinghouse on Adult Education during the past 18 months. Many of these have been announced in Research in Education (RIE), the monthly catalog of the Educational Resources Information Center of the U.S. Office of Education. This catalog, covering the entire range of educational literature, may be obtained from the Government Printing Office, Washington, D.C. 20402, for $21.00 per year ($26.25, foreign). Many may be purchased from the ERIC Document Reproduction Service; please see the note on the availability of documents.

We have sorted the abstracts by categories devised by the Division of Extension Research and Education of the Federal Extension Service. Since these categories were intended for research studies (while many other types of literature are included here), we recommend scanning the entire list if all relevant documents need to be found.

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AC 001 529 I PROFESSIONAL WORKERS IN STATE AGRICULTURAL EXPERIMENT STATIONS AND OTHER COOPERATING STATE INSTITUTIONS, 1966-67. U.S. Dept. of Agriculture. Cooperative State Res. Serv. Agriculture Handbook-305 Dec 66 277p.

TERMS: *directories, *agricultural experiment stations, *agricultural research projects, *professional personnel, *cooperative programs, rural extension,

ABSTRACT: This handbook lists professional workers in state agricultural experiment stations and other state institutions cooperating with the Cooperative State Research Service of the United States Department of Agriculture. Arrangement is by state, then by institution within the state, then subject area. Under each department is listed each professional worker, his academic degree, title, and phone number. A code number indicates whether the person is college staff, institution staff, extension staff, or on leave of absence. Code number also indicates whether cooperation is with the United States Department of Agriculture, Commerce, or Interior. An index of names guides to state and to departments within the institutions. The staff of the Cooperative State Research Service is also listed with telephone numbers and positions. (This document, 0-250-459(22), is available, for $1.00, from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.) (rt)

SECONDARY TERMS: interinstitutional cooperation, experimental studies, researchers, national programs, Cooperative State Research Service,

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AC 001 324JE ADMINISTRATIVE CLIMATE (Special issue of Journal of cooperative extension,
ED 013 392 5(1)/7-64, Spr 67). Bruce, Robert L. * and others. SPR 67 DOCUMENT NOT AVAILABLE FROM EDRS 58p.

TERMS: *organizational climate, *administrator role, *task performance, *motivation, *leadership styles, feedback, psychological needs,

ABSTRACT: In the Cooperative Extension Service, styles of leadership profoundly affect the quality of the service rendered. Accordingly, major influences on administrative climate and employee productivity are examined in essays on (1) sources of job satisfaction and dissatisfaction, (2) motivational theories based on job-related satisfactions and needs, identification with organizational goals, the Maslow hierarchy of psychological and other needs, and attitudes, (3) the nature, requirements, problem areas, and variables of administrative feedback, (4) the contrasting leadership styles of administrative managers (usually embroiled in day to day organizational decision-making) and administrative leaders (oriented to long-range planning and goal setting), and (5) the value of the counseling approach (face to face exchange of ideas, opinions, and feelings in a friendly atmosphere) in educating Extension personnel and clients. (The document also includes the case history of a successful Ohio Cooperative Extension workshop on means of improving instruction.) (This journal issue is available, for $1.50, from Journal of Cooperative Extension, 107 Agricultural Hall, University of Wisconsin, Madison, Wisconsin 53706.) (ly)

SECONDARY TERMS: teaching methods, inservice education, workshops, administrative policy, leadership training, administrative personnel, individual counseling, work attitudes, professional training, extension agents, quality control, employer employee relationship, Cooperative Extension Service, AC 000 943*E AN ANALYSIS OF VOLUNTARY LEADERS' PERCEPTION OF THE STRUCTURE AND FUNCTION OF THE COOPERATIVE EXTENSION SERVICE, MONTGOMERY COUNTY, ALABAMA (M.Ed. thesis). Jones, Robert F. North Carolina State Univ.,Raleigh. JAN 67

TERMS: *role perception, *rural extension, *volunteers, *program attitudes, *leadership responsibility, questionnaires,

ABSTRACT: The purposes of this study were to acquire understanding of the perception that leaders have of the Cooperative Extension Service and to determine the extent to which personal and social factors are related to their perception. Interview questionnaires were used with 90 voluntary leaders, and Friedman rank order analysis of variance was used to test the statistical significance of relationship between leaders' perception and 9 selected personal and social factors. Leaders assigning lowest importance to objectives, to clientele groups, to general roles, or to program are described in terms of their ages, education, place of residence, leadership tenure, and the correctness of their perception of the organization for program development. An implication of the findings is that curriculums to restructure the frame of reference of young voluntary leaders with short leadership tenure are needed in rural extension. (sm)
SECONDARY TERMS: age differences, personnel data, educational background, masters theses, investigations, job tenure Alabama, Montgomery County, Cooperative Extension Service,

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AC 001 373 I FACTORS AFFECTING THE ALLOCATION OF COUNTY RESOURCES TO AREA SPECIALIST POSITIONS IN KANSAS. Ross, Eugene Kansas State Univ., Manhattan. Extension Service Feb 67 DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *personnel needs, *specialists, *agricultural education, *rural extension, financial support, farmers, county officials, extension agents, rural areas,

ABSTRACT: A study was made in Kansas of attitudes toward increasing the number of area specialists in agricultural education. A 17-item scale was used to measure attitudes expressed during personal interviews with 29 county commissioners, 34 county extension board members, and 50 farm leaders. Findings indicated a favorable but not strong recommendation for additional positions. Favorable attitudes appeared only little related to size of farm, previous year's gross farm income, number of men employed full time, or major source of farm income. An inverse relationship appeared between age and respondents' favorable attitude. Commissioners' attitudes were less favorable than those of farm leaders and Board members. (Specific recommendations are made for the administration and implementation of the area specialist system.) This document is available from the Extension Service, Kansas State University, Manhattan. 16 pages. (rt)
SECONDARY TERMS: community leaders, rural economics, resource allocations, governing boards, attitudes,

AC 000 410FI
ED 014 273

MASTER PLAN FOR STATE POLICY IN HIGHER EDUCATION. Briley, John Marshall Ohio Board of Regents, Columbus Jun 66 EDRS PRICE MF-$0.75 HC-$6.84 169p.

TERMS: *college role, *junior colleges, *higher education, *state programs, admission criteria, educational finance, enrollment trends, governance, professional education, master plans, Ohio,

ABSTRACT:

A COMPREHENSIVE PLAN FOR PUBLIC HIGHER EDUCATION IN OHIO IS PRESENTED AS A GUIDE TO IMPLEMENTING AND CONTINUING THE POLICY OF OPEN ACCESS TO STATE-ASSISTED INSTITUTIONS OF HIGHER EDUCATION FOR ALL OHIO RESIDENTS WHO GRADUATE FROM HIGH SCHOOL. IN THIS PLAN, THE OHIO BOARD OF REGENTS, WHICH IS THE STATEWIDE PLANNING AND COORDINATING AGENCY FOR PUBLIC POLICY IN HIGHER EDUCATION, GIVES ATTENTION TO (1) THE ROLES OF EACH OF THE EXISTING PUBLIC HIGHER EDUCATION INSTITUTIONS, (2) CURRENT STATUS AND FUTURE NEEDS FOR SPECIFIC UNDERGRADUATE PROGRAMS, (3) PROFESSIONAL EDUCATION, (4) GRADUATE STUDY AND RESEARCH, (5) ENROLLMENT DISTRIBUTIONS AND PRIORITIES FOR NEW INSTITUTIONS AND ADDITIONAL FACILITIES, AND (6) SPECIAL AREAS OF LIBRARY SERVICES, EDUCATIONAL RADIO AND TELEVISION, CONTINUING EDUCATION, TEACHING HOSPITALS, STUDENT ASSISTANCE, AND RETIREMENT AND FRINGE BENEFITS. A TOTAL OF 126 RECOMMENDATIONS AND POLICY STATEMENTS ARE SUPPORTED BY CHAPTERS WHICH INCLUDE BACKGROUND INFORMATION AND FINDINGS OF THE STUDIES CONDUCTED BY THE REGENTS. (WO)

AC 002 468 E

A STUDY OF COUNTY SCHOOL SUPERINTENDENTS' PERCEPTION OF THE 4-H PROGRAM IN WEST VIRGINIA. (M.Ed. thesis) Shipe, Beverly Annette North Carolina Univ., Raleigh. State Univ. Mar 68 DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *perception, *school superintendents, *youth clubs, *county school systems, *rural extension, questionnaires, youth programs, curriculum, Four H Clubs, Cooperative Extension Service,

ABSTRACT

To acquire a more adequate understanding of the perception that county school superintendents have of the Four-H program in West Virginia, questionnaires returned from 87 percent of the superintendents in each of 55 counties were studied. The superintendents were selected because they had official authority to grant or withhold the right to distribute literature, to use the physical facilities for meetings and other events, and to have the Four-H program as a complementary part of the comprehensive school curriculum. Findings were (1) that a substantial number perceived the Four-H program as being an organization for youth from rural areas only, and (2) in general they felt the Cooperative Extension Service should extend its efforts in youth education to groups not directly associated with the Four-H program. Appendixes include a copy of the questionnaire, related correspondence, and tables showing the superintendents' perceptions of the present and potential amounts of emphasis on the objectives of the Four-H program in West Virginia. This masters thesis is available from North Carolina State University, Raleigh. (author/rt)

AC 000 876 E A STUDY OF NORTH CAROLINA AGRICULTURAL EXTENSION AGENTS' PERCEPTION OF THE ROLE OF FERTILIZER DEALERS IN EXTENSION PROGRAMMING. (M.S. thesis). Woodard, Bruce H. North Carolina Univ., Raleigh, N.C. State Univ. May 67 DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *role perception, *extension agents, *agricultural supply occupations, *program planning, academic achievement, attitudes, rural extension, individual characteristics, research, masters theses, fertilizers, North Carolina,

ABSTRACT

A questionnaire mailed to 98 agricultural extension agents in North Carolina with primary responsibility in agronomy in their counties was used to collect data on the agents' perception of the nature and frequency of performance by dealers in soil fertility programs, agents' feelings about dealer participation, and the association between agents' personal characteristics and their perception of dealer participation. Correlations were considered significant at the .05 percent level of probability. Significant positive correlations were found between agents' perception of the expected frequency of dealer participation in extension programing and areas in which agents had taken graduate courses, and between agents' attitudes toward the necessity of dealers in the program and their reliability as fertilizer authorities. No significant association occurred between agents' perception and their age, total extension tenure, present county tenure, degree, undergraduate field, attitude toward dealer competition with extension, or the number of soil tests and demonstrations reported. (There are tables, a glossary, and references.) This document is a masters thesis available from North Carolina State University, Raleigh. (author/aj)

AC 002 003 E THE INFLUENCE OF SELECTED FACTORS ON THE NORTH CAROLINA COUNTY EXTENSION WORKER'S DEFINITION OF THE ROLE OF COOPERATIVE EXTENSION. (Ph.D. thesis). George, James Dalton Florida State Univ., Tallahassee Dec 67 DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *RURAL EXTENSION; *EXTENSION AGENTS; *INDIVIDUAL CHARACTERISTICS; *ROLE PERCEPTION; RESEARCH; UNDERGRADUATE EDUCATION; RATING SCALES; STATISTICAL DATA; COLLEGE MAJORS; COUNSELING SERVICES; TEACHING METHODS North Carolina; Cooperative Extension Service

ABSTRACT

The purpose of this North Carolina study was to assess the relationship between selected aspects of county extension agents' background and experience (mainly college majors and participation in courses on extension methods) and their definition of the role of Cooperative Extension. Respondents were 334 agents representing 99 of the 100 counties of the state. Role definitions, as measured by a rating scale, formed a continuum ranging from primary stress on agricultural education to a perception of broad adult education responsibility toward farm, rural nonfarm, and urban dwellers. A related variable involved a continuum ranging from emphasis on overall behavior change to emphasis on technical agricultural advisory service only (social science versus agricultural science). Positive relationships were obtained between the broader view of Cooperative extension and the variables of college major, methods course participation and social science orientation, and between educational experiences and social science orientation. Various implications for program administration, planning, and further research were derived. (The document includes 20 tables, four diagrams, and 62 references.) This document will be available from University Microfilms, Ann Arbor, Mich. 180 pages. (ly)

AC 002 420 E THE ROLE OF THE AREA EXTENSION AGENT, 4-H, AS PERCEIVED BY COUNTY 4-H ADVISORY COMMITTEE MEMBERS. (M.S. thesis). Lifer, Charles W. Ohio State Univ., Columbus. Dec 66 DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *role perception, *extension agents, *administrative personnel, *advisory committees, *youth clubs, staff role, rural extension, statistical analysis, program evaluation, program administration, masters theses, surveys, Four H clubs,

ABSTRACT

Role expectations of 4-H area extension agents, as perceived by county 4-H advisory committee members, county extension agents, and state extension administrative staff were studied in seven counties. A questionnaire was administered to all 4-H advisory Committee members. Data were analyzed by using percentages, mean weighted scores and Spearman's Rank Correlations. Results showed that the three groups did not have a consensus on the priority of responsibilities of the extension agents. There was a distinct lack of understanding by the county advisory committee members of the area agents in 4-H programs. Respondents agree that area 4-H agents should evaluate multicounty 4-H programs and gave this highest priority. There was a positive association between respondent groups on the priority of the functions the area 4-H should perform in county 4-H club programs. It was concluded that an educational program should be conducted at the county, area, and state levels to inform various clientele groups of the nature and role of the 4-H area extension agent. This document is a M.S. thesis available from Ohio State University, Columbus. - 73 pages. (author/pt)

AC 002 426*I ACCEPTANCE AND IMPLEMENTATION OF THE 4-H PROJECT LEADER SYSTEM BY THE IOWA COUNTY EXTENSION STAFF (M.S. thesis). Fink, Varlyn D. Iowa State Univ., Ames May 67 DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *youth leaders, *extension agents, *administrative policy, *youth clubs, *leadership training, masters theses, research, questionnaires, Iowa, Four H clubs,

ABSTRACT: The county extension field staff in Iowa were studied to determine the extent they (1) understood the purpose and operational procedure of the 4-H project leader system, (2) considered the project leader system of value to the total 4-H program, (3) would plan to implement the project leader system in the next two years, and (4) desired assistance with organizing and implementing the project leader system. The extension field staff indicated acceptance of the 4-H project leader system by placing a value of "some" to "much" concerning the operational procedure and understanding the purpose of the project leader system. They indicated a value approaching "much" when asked the importance of the project leader system to the total 4-H program. A difference according to the position of the field staff was indicated in the desire to implement the project leader system during the next two years. The extension staff did not indicate an extensive desire for assistance in organizing and implementing the project leader system. The highest value was placed on specialist assistance in subject matter training of project leaders. The field staff placed a value slightly higher than "some" on 4-H publications used with project leaders. (The study contains 33 tables and the questionnaire.) (author)

AC 001 654 E A STUDY OF NORTH CAROLINA 4-H EXTENSION AGENTS' PERCEPTION OF DIFFICULTY
ED 014 669 ENCOUNTERED IN PERFORMING THEIR ROLE IN THE COMMUNITY 4-H CLUB PROGRAM (M.Ed. thesis). Moore, Pauline E. North Carolina State Univ., Raleigh. Dept. of Adult Education. 66 DOCUMENT NOT AVAILABLE FROM EDRS 115p.

TERMS: *extension agents, *task performance, *youth leaders, *educational opportunities, *role perception, youth clubs, four H clubs,

ABSTRACT: This study was part of a larger research project concerned with North Carolina 4-H extension agents' perception of their role in the 4-H program. This particular study dealt with (1) the degree of difficulty agents encountered in performance of 37 tasks appropriate to the 4-H agents' role, and (2) training opportunities which would help them in acquiring competence. Three phases of tasks were delineated--11 in planning, 16 in execution, and 10 in evaluation. There were 215 respondents to mailed questionnaires, collecting information on personal data and perception of the agent role. It was found that a majority of the agents experienced some difficulty in performance of each task. The difficulties were related to such factors as age, subject area of highest degree earned, tenure as 4-H agent, frequency of staff meetings, and degree of satisfaction in 4-H work. The majority of agents felt that inservice training was the most appropriate kind of training for competence in their tasks. (This was a masters thesis, available from North Carolina State University, Raleigh, 115 pages) (pt)

SECONDARY TERMS: inservice education, job tenure, staff meetings, masters theses, program evaluation, questionnaires, individual characteristics, job satisfaction, program planning, program administration, program evaluation, units of study (subject fields), North Carolina,

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AC 002 456*I ATTITUDES AND ROLE PERCEPTION OF IOWA FOUR H PROJECT LEADERS (M.S. thesis). Johnson, Clarence Dean. Iowa State Univ., Ames Sep 67 DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *role perception, *attitudes, *rural extension, *youth leaders, state surveys, leadership responsibility, communication problems, program coordination, masters theses, Four H clubs,

ABSTRACT: Attitudes and perceived duties and responsibilities of 4-H project leaders toward the newly created Iowa 4-H project system were studied. Questionnaires supplied data on 352 4-H project leaders who had served for two or more years. Findings indicated that 4-H project leaders do not have an adequate understanding of their duties or responsibilities. It was concluded that successful communication and coordination between extension personnel and project leaders has not been successfully accomplished, even though over 80 percent had received orientation training. Favorable accomplishments are being achieved by the system and potential problems were rated low. (pt)

AC 001 315 E ATTITUDES TOWARD ANTI-POVERTY PROGRAMS IN THE EXTENSION SERVICE,
ED 012 860 A CASE STUDY (Paper delivered at the 1966 meetings of the Rural Sociological
Society, Miami Beach, Florida). Cebotarev, Eleonora A. * King, Gary
W. U.S. Dept. of Agriculture. Federal Extension Service. ER and T-123(10-66)
OCT 66 EDRS PRICE MF-$0.25 HC-$0.52 13p.

TERMS: *poverty programs, *rural extension, *economically disadvantaged, *program attitudes, attitudes, middle class values, economic

ABSTRACT: In the current war on poverty, the position of the Cooperative Extension Service, which historically has served the middle-class farmer, is not well defined. To identify factors which inhibit the adoption of extension programs for the poor, a study was made of the Service in Mifflin County, Pennsylvania, an Appalachian area having a higher percentage of low income families (under $3,000 per year) than the state as a whole. This paper examines economic and cultural definitions of poverty, presents a structural analysis of extension, and reports on staff attitudes toward anti-poverty work. Data were collected through 62 personal interviews with staff, local leaders, administrators of welfare agencies, and rural and urban low income families. A majority of the respondents stated that work with the poor was legitimate only if they showed interest in improving their condition by participating in extension programs. Others maintained that Extension was not meeting its responsibility to all people and advocated changes. It appeared, however, that Extension would continue traditional programs with individual staff members providing specific anti-poverty efforts, at least in the county studied. (aj)

SECONDARY TERMS: factors, socioeconomic status, cultural factors, changing attitudes, structural analysis, low income groups, organizational change, extension agents, participation, Cooperative Extension Service, Pennsylvania,

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AC 002 435*I LEADERSHIP IN COMMUNITY DEVELOPMENT (M.Ed. thesis). Hughes, Robert G.
Colorado State Univ., Fort Collins

TERMS: *community development, *leadership, *extension education, *problem solving, masters theses, group discussion, individual characteristics, human resources,

ABSTRACT: Focus of this study was the determination of client system leadership expectations in individual and group problem situations. A questionnaire was developed and validated by a panel which asked respondents to rank three solution approach alternatives for individual and group problem situations--individual, group, or key person nature. The questionnaires were mailed to 199 community leaders from Colorado who had previously attended a social action process education series of meetings, with an 81 percent return. The Friedman two-way analysis of variance was used to determine significant differences among solution approaches for both individual and group problem situations. The respondents selected the group problem solving approach for individual problem situations and the key person approach for group problem situations. Both were significant at the .001 level of confidence. Respondent expectations were analyzed by age, sex, level of education, occupation, and degree of acquaintance with the extension staff, with results the same as the group as a whole. Implications are that client system leadership does not hold the "service" expectation stereotype of extension workers and challenge personnel to conduct educational programs that are group of key person oriented. (author)

AC 002 282ME PERCEPTIONS OF THE COUNTY 4-H CLUB AGENT'S ROLE IN WISCONSIN. (Ph.D. thesis).
Robinson, Russell D. Wisconsin Univ., Milwaukee, Wisconsin Mar 63
DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *role perception, *extension agents, *youth clubs, *job analysis, rural extension, supervisors, youth leaders, doctoral theses, surveys, program planning, program evaluation, individual instruction, individual counseling, interviews, Four H clubs, Wisconsin,

ABSTRACT

Perceptions of the 4-H club agent's role were studied from the viewpoint of club agents, county coworkers, supervisors, and officers of county leader's organizations. Data were obtained through personal or group interviews with 189 respondents. Forty job activities were classified into the four catagories of (1) planning and evaluating club programs, (2) organizing and promoting local clubs, county events, and activities, (3) providing instruction to leaders and members, and (4) rendering personal service to individuals, clubs, and organizations. It was found that supervisors, agents, and leaders had different perceptions of the role of county 4-H club agents. All groups agreed that planning and evaluation should receive top priority and personal service should be de-emphasized. Within each of the four aspects, there was lack of agreement among respondent groups as to relative importance that should be accorded various activities. Findings were inconclusive when county influence on degree of importance received was compared to degree of importance perceived in the four role aspects. This doctoral thesis is available from University Microfilms, Ann Arbor, Michigan. Microfilm $3.00. Xerox $10.60. 232 pages. (pt)

AC 002 470 E AN EVALUATION OF THE RELATIVE EFFECTIVENESS OF EXTENSION WORK UNDER TWO DIFFERENT SYSTEMS OF PERSONNEL ASSIGNMENT IN SELECTED INDIANA COUNTIES. (Ph.D. thesis). McIntyre, William J. Florida State Univ., Tallahassee Jun 68 DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *rural extension, *personnel policy, *program effectiveness, *evaluation, research, extension agents, regional programs, analysis of variance, statistical data, doctoral theses, task performance, Cooperative Extension, Indiana,

ABSTRACT

The primary purpose of this study was to determine the relative effectiveness of extension work as carried out under two different systems of personnel assignment--the individual county system and the multicounty system. The system of personnel assignment was the independent variable, agent job performance was the intervening variable, and program effectiveness was the dependent variable in this study. Program effectiveness was measured with a mailed questionnaire to a two percent random sample of clientele and a two percent selected sample of known cooperators in 18 counties in southern Indiana. Agent job performance data were collected by a self reporting work sampling report. The hypothesis of no significant difference between program effectiveness in multicounty systems as compared to individual county systems was not rejected for the random sample of clientele. However, the hypothesis was rejected for the selected sample of clientele in three of the four variables. The hypothesis of no significant difference between area agents' job performance in multicounty systems served by area agents as compared to county agents' job performance in individual county systems not served by area agents was partially rejected. This doctoral thesis will be available from University Microfilms, Ann Arbor, Michigan. (author/ly)

AC 001 365 I AGRICULTURAL EDUCATION IN AUSTRALIA. ACER research series, 80
ED 014 246 Farquhar, R.N. Australian Council for Educ. Research, Hawthorn (Victoria).
Jul 66 329p.
TERMS: *agricultural education, *secondary education, *higher education, *rural extension, *educational needs, student enrollment, political divisions (geographic), universities, technical education, extension agents, federal aid, units of study (subject fields), instructional staff, agricultural trends, educational background, academic performance, national surveys, statistical data, Australia,

ABSTRACT: The present study, based largely on surveys conducted during 1964-65, reviews provisions in each state of Australia for agricultural education and training in secondary schools, technical schools and colleges, university undergraduate and postgraduate courses, and agricultural extension services. Present and future needs for trained personnel in various agricultural occupations, including teaching and extension work, are assessed. Important areas of knowledge for potential farmers and future farm workers are described, notably in such inadequately treated fields as horticulture, dairy husbandry, and conservation ecology. Specific recommendations are laid down for expanding facilities and courses of study at all levels, selecting and recruiting students, improving financial support, conducting research, meeting needs for skilled personnel, and coordinating the efforts of sponsoring bodies. The document includes an index, and 127 tables of statistics on subject areas and courses of study, enrollments, academic performance, instructional and research staff, teacher qualifications, training activities, entrance requirements, employment patterns, student backgrounds, and financially assisted students. It is available from the Australian Council for Educational Research, Hawthorn, Victoria. (ly)

AC 002 033 E AUSTRALIAN AGRICULTURAL EXTENSION CONFERENCE, 1962, REVIEWS, PAPERS, AND REPORTS. Commonwealth Sci. and Indus. Res. Organ., Melbourne (Australia)
ED 018 707 Feb 63 EDRS PRICE MF-$1.50 HC-$14.92 371p.
TERMS: *rural extension, *agricultural education, *professional education, *program planning, *educational methods, demonstration programs, case studies (education), farm management, mass media, historical reviews, extension agents, comparative education, consultants, group instruction, program evaluation, research, clubs, financial support, program administration, Australia, New Guinea, United States, Europe, New Zealand,

ABSTRACT

In this report of an Australian technical conference on agricultural extension, emphasis is placed on case studies and research applicable to professional extension work, including farmer contacts and such supporting activities as liaison work and course work in the behavioral sciences. The first section describes services in each state and in the Northern Territory, New Guinea, and New Zealand. The next three sections cover comparative extension in Australia, Europe, and the United States, special problems relating to Australian pastoral and other industries, and the work and problems of district advisors. The role and significance of commercial firms and private advisory services (including farm management clubs) in farm management extension are documented in the fifth section. Other sections deal with program planning, group methods and demonstrations, television and other mass media, the relationship between extension and regulatory services and research extension liaison, research in communications, adult learning, decision making, and program evaluation, aspects of professional training (higher education, inservice training, international aid), and postconference reports by overseas visitors and organizing committees. Also included are four figures, 35 tables, and numerous references. (ly)

AC 002 206ME AN ANALYSIS OF THE BEHAVIOR OF COUNTY EXTENSION DIRECTORS AS COORDINATORS OF MICHIGAN STATE UNIVERSITY COMMUNITY DEVELOPMENT PROGRAMS (Ph.D. thesis).
Ferver, Jack Calvin Wisconsin Univ., Madison 61 DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *rural extension, *community development, *university extension, *administrative personnel, *agricultural education, performance, evaluation, individual characteristics, psychological characteristics, role perception, program coordination, salary differentials, attitudes, motivation, statistical data, analysis of variance, doctoral theses, human resources, Cooperative Extension, Michigan State University, Michigan,

ABSTRACT

This study dealt with one of the problems involved in the possible unification of General and Cooperative Extension Services--can and should the present County Extension Directors of the Extension Service serve as coordinators of the total off-campus educational resources of the university? The problem was one of identifying the personal and situational factors associated with activity in community development. District and state staff members of the Michigan Cooperative Extension and Continuing Education Services assessed the 79 County Extension Directors on the basis of time spent in community development. Twenty were judged to be in the high quarter and 20 in the low quarter. From these, four County Directors were selected for intensive case study, the central question asked being how much time were they spending and how much time should they spend on each of five agricultural and five community development items. On the basis of findings, it was tentatively concluded that those Directors well rated by the administration for their agricultural program activity could be successful in a broadened community development role. This University of Wisconsin Ph.D. thesis is available from University Microfilms, Ann Arbor, Mich. Order No. 61-3101. Microfilm $5.25. Xerox $18.70. 411 pages. (author/ly)

AC 002 576ME TRAINING NEEDS OF FOUR-H ADULT LEADERS IN JOHNSON AND SHELBY COUNTIES. Hughes, Paul F. Indiana Univ., Bloomington DOCUMENT NOT AVAILABLE FROM EDRS. Available from Indiana University, Bloomington, Indiana 47405. 55p. M.S. thesis.

TERMS: *YOUTH LEADERS; *LEADERSHIP TRAINING; *EDUCATIONAL NEEDS; *EVALUATION; RESEARCH; ROLE PERCEPTION; ATTITUDES; EXPERIENCE; LEADERSHIP; EDUCATIONAL INTERESTS; MALES; FEMALES; AGE DIFFERENCES; EDUCATIONAL BACKGROUND; STATISTICAL DATA; MASTERS THESES *Four H clubs; Indiana

ABSTRACT

A study was made to consider 19 possible attitudes of 4-H adult leaders, to learn what these leaders feel is their function, and to determine what training is needed to fulfill the functions of a 4-H leaders. Data consisted of previous related research and of questionnaire responses from 83 leaders in Johnson and Shelby Counties, Indiana. Leaders were divided into groups of less experience and more experience to determine if experience was a factor in attitudes, functions, and training needs. Several conclusions were drawn: (1) no satisfactory method has been devised for accurate measurement of attitudes and attitude changes; (2) regardless of experience, 4-H leaders feel a need for training in teaching methods (including ways of maintaining interest, increasing membership, improving the quality of club members'work, and helping members to help each other); (3) the majority of respondents were less interested in new projects than in learning about 4-H projects presently available; (4) experienced and inexperienced leaders differ somewhat on attitudes but only slightly on concepts of leadership functions. Further research is necessary in this area and evaluation criteria. (The document includes six tables and 22 references.) (ly)

AC 002 782 JI A TWO-PRONGED ATTEMPT AT CHANGE. Harvey, Anne D.; Franklin, Richard DOCUMENT NOT AVAILABLE FROM EDRS. In Journal of Cooperative Extension; v6 n3 p171--80 Fall 1968 10p.

TERMS: *COMMUNITY DEVELOPMENT; *STAFF IMPROVEMENT; *COMMUNITY LEADERS; *WORKSHOPS; *EVALUATION; DEPRESSED AREAS (GEOGRAPHIC); CASE STUDIES (EDUCATION; POVERTY PROGRAMS *Appalachia; West Virginia; Cooperative Extension

ABSTRACT:

Two urgently needed prongs of development--staff training and community leader training--can successfully be handled together. One application of this dual training is a workshop on community problems (communication between classes, decision making, and others) held in an Appalachian county of West Virginia. Staff and community-leader reactions from this one workshop may indicate that this training method can be effective in aiding disadvantaged communities. This method includes: (1) isolating the workshop site from the community, (2) having a representative socioeconomic mixture of participants, (3) providing for unstructured discussions, and (4) presenting structured situations for analysis. (One reference is included.) (author/ly)

AC 001 421JI RURAL DEVELOPMENT AND AGRICULTURAL EXTENSION, A SOCIOLOGICAL VIEW (In COMMUNITY DEVELOPMENT JOURNAL, (6)/26-33, Apr 1967). Jones, Gwyn E.
APR 67 8p.

TERMS: *rural development, *rural extension, extension agents, social change, changing attitudes, role perception, economic progress, farmers,

ABSTRACT: Rural development and agricultural extension are processes in social change and the agricultural advisor is an agent of change. Agricultural people in advanced and developing nations must accept inevitable changes in order to increase productivity. Extension agents should plan changes in line with social and economic changes. They must develop communication skills to make the costs and benefits of the innovations understood. They must also develop skill in understanding clients and their social environment because agents act as links between the local community and the larger society and should aid in the integration of advice from outside organizations. (This article appeared in COMMUNITY DEVELOPMENT JOURNAL. Number 6, April 1967). (rt)

SECONDARY TERMS: change agents, adoption(ideas), communication(thought transfer),

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AC 002 424*I CRITICAL COMPONENTS OF THE WORK ENVIRONMENT OF COUNTY EXTENSION YOUTH AGENTS (Ph.D. thesis). Goyen, Loren F. Wisconsin Univ., Madison 22 Apr 68

TERMS: *youth leaders, *extension agents, *critical incident technique, *work environment, *task performance, task analysis, interaction, social environment, participant characteristics, doctoral theses, research,

ABSTRACT: A study of the work environment of county extension youth agents was designed to learn more about the setting and circumstances of the important tasks that may be associated with effective and ineffective performance in youth work. Through a mail questionnaire reports of 1,425 critical incidents were obtained from 752 youth agents in 14 states. The reports were analyzed in terms of the youth agent's task, persons involved in the incident with the youth agent, the kind of interaction, and the general social climate for the incident. Effective and ineffective incidents were compared and selected agent characteristics were used to study the data. It was found that the task of the youth agents could be classified into five areas and 10 categories. The areas were--program development and execution tasks (47 percent), organizational tasks (21 percent), individual help and counseling tasks (21 percent), interpersonal relationship tasks (9 percent), and public relations task (2 percent). In addition it was found that members of an extension youth group were involved in 45 percent of the incidents and adult leaders in only 17 percent. A general pattern of incidents tended to exist among the 14 states included in the study. (author)

AC 001 248 E NATIONAL AGRICULTURAL EXTENSION CENTER FOR ADVANCED STUDY, AN EVALUATION OF THE FIRST 11 YEARS. Worcester, Dean A. Wisconsin Univ. National
ED 012 417 Agricultural Ext. Center for Advanced Study JUL 66 EDRS PRICE MF-$0.50 HC-$4.92 123p.

TERMS: *graduate study, *rural extension, *professional training, administrative personnel, fellowships, program descriptions,

ABSTRACT: The National Association of State Universities and Land Grant Colleges, helped by a grant from the W. K. Kellogg Foundation, established the National Agricultural Extension Center for Advanced Study at the University of Wisconsin in 1955. The purpose was to improve the Cooperative Extension Service by an interdisciplinary program of graduate study, in-service training in administration and supervision, research, and information dissemination. The Center has granted 85 Ph.D. degrees and 83 master's degrees, and has been prominent in the academic upgrading of the Cooperative Extension Service from the county worker to the highest administrative levels. Research has resulted in changes in structural organization of state staffs, in methods of personnel selection and evaluation, supervision, and in state wide program planning. An expanded program should include studies of problems relating to the merging of Extension services to prepare individuals for administrative responsibilities in merged programs. Appendixes include a roster of Fellows of the center, a listing of staff members, description of publications, and policies concerning center fellowships and supporting graduate research. (aj)

SECONDARY TERMS: financial support, interdisciplinary approach, evaluation, adult educators, research needs, training objectives, internship programs, administrative problems, inservice training, University of Wisconsin, National Agricultural Extension Center for Advanced Study,

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AC 000 282 I **INTERDISCIPLINARY APPROACH TO PREPARING HOME ECONOMICS LEADERS FOR**
ED 016 096 **EMERGING PROGRAMS SERVING DISADVANTAGED YOUTH AND ADULTS. FINAL REPORT. Missouri Univ., Columbia, Coll. of Agriculture May 67 OEG-3-6-061936-0738 EDRS PRICE MF-$0.50 HC-$4.28 105p.**

TERMS: ***DISADVANTAGED GROUPS; *HOME ECONOMICS EDUCATION; *LEADERSHIP TRAINING; *LEADERSHIP RESPONSIBILITY;*PROGRAM DEVELOPMENT; EDUCATIONAL NEEDS; PILOT PROJECTS**

ABSTRACT: THE PROJECT AIMED TO PREPARE PROFESSIONAL LEADERS TO DEVELOP FUNCTIONAL EDUCATION PROGRAMS FOR PERSONS HANDICAPPED BY SOCIOECONOMIC STATUS DIFFERENCES. PHASE I, THE PROFESSIONAL LEADER'S RESPONSIBILITIES WERE ANALYZED ACCORDING TO WHAT HE IS CURRENTLY DOING AND WHAT HE SHOULD DO. SUPERVISORS AND LEADERS OF PROGRAMS FOR THE DISADVANTAGED RATED LEADERS' RESPONSIBILITIES BY SORTING CARDS REPRESENTING VIEWS OF FOUR AREAS OF ACTIVITIES--WORK WITH SUPERVISORS OR ADMINISTRATORS, WITH AGENCIES INVOLVED IN THE EDUCATIONAL PROGRAM OTHER THAN THEIR OWN, WITH NONPROFESSIONAL WORKERS IN THE PROGRAMS, AND WITH DISADVANTAGED PERSONS. PHASE II WAS AN 8-WEEK INTERDISCIPLINARY PILOT TRAINING PROGRAM, HELD IN THE SUMMER OF 1966 ON HE UNIVERSITY OF MISSOURI CAMPUS IN WHICH 30 TRAINEES FROM 12 STATES PARTICIPATED. THE PROGRAM WAS DESIGNED TO PROVIDE INSTRUCTION AND EXPERIENCE CONSIDERED NECESSARY TO MEET LEADER RESPONSIBILITIES IDENTIFIED IN PHASE I. INSTRUCTION COVERED (1) ECONOMIC, ENVIRONMENTAL, AND CULTURAL BACKGROUNDS OF THE HANDICAPPED, (2) THEIR SPECIAL NEEDS, INTERESTS, AND CONCERNS, (3) GOALS THEY CAN EXPECT TO REACH, (4) EDUCATIONAL METHODS AND MATERIALS OF INSTRUCTION, AND (5) ORGANIZATIONAL PROCEDURES. A FOLLOWUP STUDY SHOWED MOST PARTICIPANTS TO BE SATISFIED WITH THE TRAINING, ESPECIALLY WITH THE KIND AND TIMELINESS OF THE INFORMATION RECEIVED. PARTICIPANT ACTIVITIES RESULTING FROM THE PROJECT INCLUDED ORGANIZING CHILD DEVELOPMENT CENTERS, TRAINING CHILD CARE AIDES, AND DEVELOPING A HOME ECONOMICS OCCUPATIONS CURRICULUM. QUESTIONNAIRES AND EVALUATION DEVICES, AND SUMMARIES OF PARTICIPANT RESPONSES ARE INCLUDED. (FP)

AC 002 803 I
ED 016 833

INTERDISCIPLINARY APPROACH TO PREPARING HOME ECONOMICS LEADERS FOR EMERGING PROGRAMS SERVING DISADVANTAGED YOUTH AND ADULTS. FINAL REPORT. APPENDIX B. Garrett, Pauline Gillette Missouri Univ., Columbia BR-6-1936 OEG-3-6-061936-0738 May 67 EDRS PRICE MF-$0.50 HC-$4.40 108p.

TERMS: *FACTOR ANALYSIS; *LEADERSHIP RESPONSIBILITY; *PARENT EDUCATION; *ROLE PERCEPTION; ADMINISTRATOR ATTITUDES; DISADVANTAGED GROUPS; HOME ECONOMICS EDUCATION; TEACHER ATTITUDES; LEADERSHIP TRAINING; RESEARCH

ABSTRACT:

THE PURPOSE OF THIS STUDY WAS TO DETERMINE WHETHER THERE WERE COMMON OPINIONS ABOUT THE ROLE AND FUNCTIONS OF PROFESSIONAL LEADERS OF HOME ECONOMICS EDUCATION IN EDUCATIONAL PROGRAMS FOR DISADVANTAGED PARENTS IN THE STATE OF MISSOURI. FIFTY-EIGHT PROFESSIONAL EDUCATORS PARTICIPATED IN A STRUCTURED INTERVIEW USING A DECK OF 60 TWO-SORT CARDS, EACH CONTAINING A STATEMENT DESCRIBING A DIFFERENT JOB ACTIVITY CONCERNING THE PROFESSIONAL LEADER ROLE. WEIGHTED SCORES WERE ASSIGNED BY RESPONDENTS TO EACH ITEM SORTED, AND CORRELATION AND FACTOR ANALYSES WERE USED IN ANALYZING THE DATA AS TO ACTUAL AND IDEAL ROLES. ALTHOUGH THERE WAS A LACK OF AGREEMENT AMONG RESPONDENTS AS TO RELATIVE IMPORTANCE OF VARIOUS ACTIVITIES WITHIN THE LEADERSHIP ROLE, MOST RESPONDENTS SEEMED TO CORRELATE IDEAL AND ACTUAL ROLES. RESPONDENTS VALUED THE LEADERSHIP ROLE MORE ON THE BASIS OF THEIR PERCEPTIONS OF HOW A PROFESSIONAL LEADER SHOULD BE INVOLVED THAN ON WHAT HE WAS ACTUALLY DOING. THEY SHOWED GENERAL AGREEMENT THAT MORE IMPORTANCE SHOULD BE ACCORDED THE ACTIVITIES COMPRISING PLANNING AND IMPLEMENTING THE EVALUATIVE AND INSTRUCTIONAL ASPECTS. THEY DISAGREED MOST WITH THE ACTIVITIES COMPRISING THE ASPECT OF COOPERATION WITH AGENCIES AND ORGANIZATIONS. IT WAS CONCLUDED THAT DISAGREEMENT EXISTS CONCERNING THE PATTERN OF THE PROFESSIONAL LEADER ROLE IN PARENT EDUCATION PROGRAMS FOR THE DISADVANTAGED. BECAUSE THE LACK OF AGREEMENT COULD BE A POTENTIAL SOURCE OF CONFLICT, IT SHOULD BE CONSIDERED IN RELATION TO EXISTING AND EMERGING PROGRAMS. IMPLICATIONS OF THE STUDY WERE THAT (1) THERE IS A NEED FOR REALISTIC OBJECTIVES AND A CLEAR DEFINITION OF AUTHORITY, (2) CONSIDERING THE TREND OF USING HOME ECONOMICS TEACHERS IN PARENT-EDUCATION PROGRAMS, TEACHER EDUCATION INSTITUTIONS SHOULD PREPARE THEM TO COPE WITH SOCIOECONOMIC DIFFERENCES, AND (3) INCREASING EMPHASIS ON PROFESSIONALIZATION OF THE LEADERSHIP ROLE STRESSES THE NEED FOR CONTINUED IN-SERVICE TRAINING. AN EXTENSIVE REVIEW OF THE LITERATURE ON PARENT EDUCATION WITH REFERENCE TO THE DISADVANTAGED IS INCLUDED. RELATED DOCUMENTS ARE VT 004 011 AND VT 004 013. (FP)

AC 002 804 I
ED 016 834

INTERDISCIPLINARY APPROACH TO PREPARING HOME ECONOMICS LEADERS FOR EMERGING PROGRAMS SERVING DISADVANTAGED YOUTH AND ADULTS. FINAL REPORT. APPENDIX C. Garrett, Pauline Gillette Missouri Univ., Columbia BR-6-1936 OEG-3-6-061936-0738 May 67 EDRS PRICE MF-$0.75 HC-$7.00 173p.

TERMS: *DISADVANTAGED GROUPS; *LEADERSHIP TRAINING; ADULT BASIC EDUCATION; COMMUNITY DEVELOPMENT; FAMILY LIFE; HOME ECONOMICS EDUCATION; PARENT EDUCATION; READING; VOCATIONAL EDUCATION

ABSTRACT:

SIXTY-FIVE SELECTIONS, IN NOTE OR OUTLINE FORM, FROM PRESENTATIONS BY CONSULTANTS AIDING IN PREPARING LEADERS FOR EMERGING PROGRAMS SERVING THE DISADVANTAGED ARE INCLUDED IN THIS APPENDIX. THE SUBJECT MATTER RANGES FROM SPECIFIC TECHNIQUES FOR TEACHING SUCH SKILLS AS READING TO GENERAL INFORMATION SUCH AS BASIC UNDERSTANDINGS NECESSARY FOR RELATIONSHIPS WITH PERSONS HANDICAPPED BY SOCIAL-ECONOMIC STATUS DIFFERENCES. SAMPLE SUBJECT AREAS ARE CHILD DEVELOPMENT, ADULT BASIC EDUCATION, CLINICAL PSYCHOLOGY, TEACHING THE CULTURALLY DISADVANTAGED, SOCIOLOGY AND CULTURAL CONTINUITIES, PLANNED PARENTHOOD, PEOPLE WITH SPECIAL NEEDS, COMMUNITY DEVELOPMENT, DYNAMIC SOCIETY, FAMILY RELATIONS, PROBLEMS OF ADOLESCENCE, OLD AGE, POVERTY, VOCATIONAL TRAINING AND GUIDANCE, ROLE PLAYING TECHNIQUES, AND MASS MEDIA. FIELD TRIPS TO HOUSING PROJECTS ARE DESCRIBED, AND A SIX-PAGE BIBLIOGRAPHY IS INCLUDED. RELATED DOCUMENTS ARE VT 004 011 AND VT 004 012. (FP)

AC 002 440 E COMMUNICATION CONCEPTS FOR DEVELOPING INCREASED COMPETENCE AMONG COOPERATIVE EXTENSION AND VOCATIONAL AGRICULTURAL EDUCATORS IN IMPLEMENTING EDUCATIONAL CHANGE. Final Report. McCormick, Robert W. * and others Ohio State Univ., Columbus. Research Foundation Proj-RF-2404 U.S. Office of Education, Washington. Bureau of Research Feb 68 OEG-3-7-068932-2892 EDRS PRICE MF-$0.50 HC-$4.28 105p.

ED 018 770

TERMS: *communication skills, *extension agents, *agriculture, *educational change, *conceptual schemes, change agents, vocational education, extension education, critical incident technique, research, inservice education, graduate study, behavior standards,

ABSTRACT

The study identified major communication concepts needed by adult educators in agriculture to be effective in implementing educational change. A list of 175 concepts was identified from the literature and from communication specialists. Twenty-seven concepts passed four screening tests and were classified as most important to adult educators in agriculture. These major concepts were applied through situational analysis of critical incidents of adult educators in agriculture. This process identified the relevance of the concept to the intellectual behavior requirements of the change agent. In addition, the relation of the major concept to other communication concepts was described and the concept was clearly defined. Suggested educational objectives were identified for graduate and inservice educational programs for adult educators in agriculture. (author)

AC 002 450*I THE CHINESE GRADUATE STUDENT IN THE COLLEGES OF AGRICULTURE AND HOME ECONOMICS AT THE UNIVERSITY OF WISCONSIN, HIS PERCEIVED ROLE IN RURAL DEVELOPMENT IN TAIWAN (M.S. thesis). Senner, Edward L. Wisconsin Univ., Madison. Dept. of Agricultural and Extension Educ. Jan 68

TERMS: *role perception, *graduate students, *developing nations, *rural development, *foreign students, masters theses, change agents, cross cultural training, Taiwan,

ABSTRACT:

This study was conducted to ascertain the needs of rural communities, and the role of the Chinese graduate student as a change agent in rural development in Taiwan, as perceived by the student himself. A total population of 37 Chinese graduate students provided data for the study. The general orientation of the students was toward research and specialist duties. Most of them did not consider working in rural development as a realistic alternative. Desire for "personal contact with people" rated very low when compared with other factors. The students identified needed improvements in such program areas as roads, schools, transportation, but these were based on what was being done rather than a "local participation" approach, and preferred the "expert" approach over the "mutualist" approach. Recommendations made included a suggestion that an education program be provided to orient the foreign trained researcher toward relating his expertise to the problems of rural development. (The document includes tables, appendixes, and a bibliography.) 128 pages. (author)

AC 001 990 E EXTENSION IN RURAL COMMUNITIES, A MANUAL FOR AGRICULTURAL AND HOME
ED 019 571 EXTENSION WORKERS. Savile, A.H. 65 DOCUMENT NOT AVAILABLE FROM EDRS.
TERMS: *rural extension, *developing nations, *home economics education, *manuals, community development, farmers, program planning, extension agents, clubs, leadership training, group instruction, community surveys, evaluation, cooperatives, individual instruction, audiovisual aids, organizations (groups), Africa,

ABSTRACT

A practical guide is provided for trainers of advisory and extension workers and local leaders in agriculture and community development in developing nations. Basic principles of agricultural extension, community survey procedures, elements of program planning, and purposes and methods of program evaluation are described. Then follow two chapters on adult learning and motivation and teaching methods, including mass, group, and individual methods, and the use of visual aids. Farmers' organizations, cooperative societies, and clubs are treated in three chapters. There is a chapter on training of junior extension workers, both men and women. Appendixes include forms and circulars used by the Department of Agriculture, Sarawak--community survey summary, farm survey form, handbook for Four-H Clubs, and instructions for conducting a Four-H meeting. There is a bibliography and index. The document is available from Oxford University Press, New York. 160 pages. (ly)

AC 002 184 E LOW INCOME FAMILY, TRAINING NEEDS OF HOME DEMONSTRATION
ED 017 867 EXTENSION AGENTS, HOME ECONOMICS CURRICULUM CONSTRUCTION, EDUCATION 685. Mann, Opal H. Kentucky Univ., Lexington. Graduate School Dec 64 EDRS PRICE MF-$0.50 HC-$2.52 61p.
TERMS: *low income groups, *extension agents, *educational needs, *homemaking skills, budgeting, housing, clothing instruction,

ABSTRACT: A study was made of the need for extension work with low income families in Eastern Kentucky (Appalachia) and of the problems and training needs of Home Demonstration Extension agents who work with these families. The agents felt they had a responsibility to help low income families in budgeting time, effort, and resources to meet minimum standards in food, clothing, and shelter. It was felt that training programs should include information on the community participation pattern of low income families, their value system, family resources and living standards, habits, abilities, worries and concerns, and the nature of the community in which they live. More knowledge of sociology, psychology, and anthropology was felt to be of value. Responses of experienced agents did not differ significantly from those of agents with little experience. General characteristics of low income families in Eastern Kentucky included lack of participation in school and community activities, inadequate food and housing, and minimal education. (A suggested workshop for Home Demonstration agents is outlined.) (pt)
SECONDARY TERMS: food, social values, participation, role perception, living standards, surveys, program proposals, professional continuing education, Kentucky, Appalachia,

AC 002 060ME AN ANALYSIS OF THE TRAINING NEEDS OF WISCONSIN COUNTY EXTENSION
ED 017 831 SERVICE PERSONNEL (Ph.D.thesis). Clark, Harry E. Wisconsin
Univ., Madison 60 DOCUMENT NOT AVAILABLE FROM EDRS.
TERMS: *training objectives, *extension agents, *self evaluation, *task
performance, leadership training, program planning,

ABSTRACT: Wisconsin County Extension personnel identified their own training needs by ranking 55 items considered to be representative of the knowledges, understandings and methods which Cooperative Extension Service personnel should possess in order to implement the Scope Report. Respondents considered two questions for each item--(1) How important is each item to your effectiveness as an Extension Agent, and (2) How much training do you believe you now need in each item. Primary attention was given to the items which 60 percent or more of the respondents indicated were of much importance and to those items in which 31 percent or more expressed a need for much training. It was found that respondents' professional position influenced their opinions. Similar opinions were held by personnel of comparable age and tenure. Items within the areas of leadership, program planning, and public affairs were of greatest importance to the effectiveness of agents, with those in the areas of conducting the program, evaluation, family living and youth development, and farm and home management of secondary importance. There was a need for individual counseling in the preparation of professional improvement programs. This document, LC Card No. Mic 60-5725, is a doctoral thesis, available from University Microfilms, Ann Arbor, Mich. Microfilm $2.95 Xerox $10.35. 227 pages.(author/aj)
SECONDARY TERMS: professional continuing education, public affairs education, family life, education, program evaluation, farm management, doctoral theses, counseling services, youth programs, Cooperative Extension Service,

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AC 002 232MI COMPARATIVE ANALYSIS OF THE TRAINING NEEDS FOR COUNTY AGENTS
IN TEXAS.(Ph.D. thesis) Cook, Benjamin D. Wisconsin Univ.,
Madison Aug 57 DOCUMENT NOT AVAILABLE FROM EDRS.
TERMS: *educational needs, *extension agents, *program content,
state surveys, doctoral theses, questionnaires, motivation,

ABSTRACT: Data obtained through questionnaires completed by male Extension Service personnel in 1956 were analyzed to determine undergraduate and graduate curriculums for county agricultural agents and guide the planning of noncredit district and/or state workshops. It was concluded that county agents must be offered such inducements to advanced study as higher salaries, financial aid, and opportunity to return to the same job. An extension education program at the undergraduate level would be acceptable, although there is increasing desire for advanced degrees and graduate programs. There is a trend toward training in the social sciences and working with people and away from advanced technical agriculture. Administrators and training leaders need to have more district workshops in both technical agriculture and social sciences. County agents will do advanced study on college campuses, even at the expense of being away from home and out of the county. It is recommended that an annual three weeks graduate level training school at Texas A. and M. College be set up to involve all agents once every five years, and that an advisory committee plan continuing education programs. This document is a doctoral thesis, available from University Microfilms, Ann Arbor, Mich. Publication no. 24,271. Microfilm $2.85. 178 pages. (aj)
SECONDARY TERMS: program length, workshops, financial support, Texas

AC 002 275ME ADULT EDUCATION IN SELECTED VOCATIONAL HOMEMAKING PROGRAMS IN
ED 017 877 ARKANSAS, KANSAS, AND OKLAHOMA (Masters thesis). Rodgers, Florestine B. Oklahoma Univ., Norman 64 DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *occupational home economics, *adult education programs, *home economics teachers, *teacher characteristics,

ABSTRACT: This study investigated the backgrounds of vocational homemaking teachers and identified their preservice experiences, present practices, and felt competencies in their first, second, and third year of working with adults. Data were collected by a questionnaire mailed to 75 teachers in Arkansas, 45 in Kansas, and 67 in Oklahoma. The teachers thought their home economics courses were the most helpful in working with adults, although such other disciplines as psychology, sociology, and education contributed also. They conducted more adult classes as third year teachers than earlier, reported a high degree of adequacy and good competency in working with adults, used a limited variety of methods, materials, and media and fewer resource persons than were available, and felt a duty to promote adult classes in homemaking. Future studies should focus on teachers with four or more years of experience, determine whether the programs prepare adults for wage-earning opportunities, and identify employment experiences of teachers related to work with adults. Preservice education should increase knowledge of teaching methods and emphasize understanding adults. This document is a master's thesis available from the University of Oklahoma, Norman. 88 pages. (aj)

SECONDARY TERMS: preservice education, self evaluation, employment experience, educational background, questionnaires, masters theses, Arkansas, Kansas, Oklahoma,

C. ORGANIZATION OF PEOPLE TO PARTICIPATE IN EXTENSION

AC 002 423*I THE RELATION OF LEADER BEHAVIOR DIMENSIONS AND GROUP CHARACTERISTICS TO COUNTY EXTENSION ADVISORY COMMITTEE PERFORMANCE (Ph.D. thesis). Carter, Cecil E. Ohio State Univ., Columbus Aug 67

TERMS: *advisory committees, *extension agents, *task performance, *leadership styles, *adult characteristics, *groups, group behavior, adult leaders, doctoral theses,

ABSTRACT: The purposes of this study were to identify group characteristics of County Extension Advisory Committees which were related to the effective performance of the committees and to identify the leadership behavior dimensions of County Extension Agent Chairmen which were related to the effective performance of County Extension Advisory Committees. The design of the study included the description of 13 group dimensions of County Extension Advisory Committees, the description of the County Extension Agents' leadership behavior on the dimension of initiative of structure and consideration by County Advisory Committee members, and the evaluation of County Extension Advisory Committees on three functions of effectiveness by the District Supervisor. Two questionnaires were used to collect the data, one to secure the data on the group situation and the other on the leadership behavior dimensions of the County Extension Agent Chairmen. A stratified random sample was secured by selecting five Advisory Committees from each Extension district. The author concluded that the performance of County Extension Advisory Committees was more effective when the County Agent Chairmen were perceived to provide initiation of structure leadership behavior for the Advisory Committees. (author)

AC 000 639 E A STUDY OF NORTHWESTERN DISTRICT COUNTY EXTENSION AGENTS' PERCEPTION OF THE ORGANIZATION AND UTILIZATION OF ADVISORY BOARDS (M.S. thesis). Young, Douglas, North Carolina State Univ., Raleigh. 66 219p.

ED 011 368

TERMS: *role perception, *extension agents, *advisory committees, *leadership responsibility, *program administration,

ABSTRACT: A study was made to determine county extension agents' perception of their role and that of advisory boards in planning, executing, and evaluating the county extension program. Agents' views on who ought to have responsibility for performing county programing functions were also examined. All 109 agents in the Northwestern Extension District in North Carolina were interviewed on 34 county programing functions. They were asked who was performing the function, how well it was being performed, and who ought to perform it. Statistical analyses were made of responses related to 7 independent variables -- age, title, level of formal education, graduate degree work, content area for highest degree held, tenure in present position, and tenure in extension. Considered collectively, these variables were not significantly associated with agents' views. Agents generally perceived functions performed by themselves at a medium level. Consensus was lacking on who ought to have responsibility for performing county programing functions. In general, agents felt that certain qualifications are important in selecting advisory board members. The findings suggest a lack of understanding of the role of advisory boards among agents and a lack of acceptance of the board's role in county programing. There are references, tables, and the questionnaire used. (Information from Dept. of Adult Education, North Carolina State Univ., Raleigh, N.C.). (ja)

SECONDARY TERMS: personnel data, program planning, program evaluation, performance, age, job tenure, tables (data), research, interviews, questionnaires, educational background, masters theses, rural extension, North Carolina, Cooperative Extension Service,

AC 000 083 E STYLE OF ADULT LEADERSHIP AND PERSONAL CHARACTERISTICS DESIRED IN
ED 011 359 AN ADULT LEADER BY LOW SOCIO-ECONOMIC RURAL YOUTH (Ph.D. thesis). Apps, Jerold W. Wisconsin. Univ., Madison. 67 221p.

TERMS: *rural youth, *leadership qualities, *leadership styles, *adult leaders, *role perception, youth programs, recruitment,

ABSTRACT: The purpose of this study was to determine factors related to the recruitment and training of volunteer adult leadership for work with lower socioeconomic rural youth in university extension youth programs. Specifically, the study was concerned with comparing rural youth of different socioeconomic statuses as to their perception of personal characteristics in an adult leader, and style of adult leadership desired. The sample was 5th through 8th grade youth, 176 of lower socioeconomic status, and 174 of higher socioeconomic status. Socioeconomic status was measured by education and occupation of the head of the house, and family possessions. Style of leadership was determined by asking the youths to select either a democratic, laissez-faire, or authoritarian type of leader. Personal characteristics were determined by the youths' description of what they wanted in a leader, six categories being provided -- skills and talents, social skills, kindness and helpfulness, respect for young people, physical characteristics, and authoritativeness. The conclusions revealed that rural youth, regardless of status, wanted the personal characteristics of kindness and helpfulness, and a democratic style in an adult leader. Other conclusions were based on differences in age, sex, grade level, and socioeconomic status of the rural youth. (pg)

SECONDARY TERMS: socioeconomic status, extension education, research, volunteers, leadership training, individual characteristics, doctoral theses, 4 H clubs, Cooperative Extension Program, Wisconsin,

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AC 002 683 JI TRAINING AS PERCEIVED BY FOUR-H LEADERS. Johnson, Jimmy P.; Sollie, Carlton R. DOCUMENT NOT AVAILABLE FROM EDRS. In Journal of Cooperative Extension, v6 n3 p164-70 Fall 1968 7p.

TERMS: *LEADERSHIP TRAINING; *YOUTH LEADERS; *PERCEPTION; *EDUCATIONAL NEEDS; *EVALUATION; RESEARCH; STATISTICAL DATA; ANALYSIS OF VARIANCE *Four H clubs; Mississippi

ABSTRACT: A 25% random sample of volunteer adult 4-H leaders in Mississippi were asked to rank 25 training needs in order of importance. The top two needs chosen were obtaining and keeping parent cooperation and gaining information concerning awards. The importance leaders placed on these training needs was further examined in relation to three respondent characteristics: (1) number of training sessions attended, (2) number of years as a leader, and (3) race. A different ranking of needs resulted from each examination. (The document includes four tables.) (author/ly)

AC 002 457 E ROLES, ATTITUDES, AND DESIRED CHARACTERISTICS OF 4-H ORGANIZATION LEADERS. (M.S thesis). Hiemstra, Roger Iowa State Univ. of Science and Tech., Ames Aug 67 DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *role perception, *attitudes, *leadership qualities, *youth leaders, *rural extension, extension agents, leadership training, personnel selection, state surveys, masters theses, personnel evaluation, evaluation criteria, statistical analysis, females, Four H clubs,

ABSTRACT

The purpose of this study was to determine existing relationships between the success of Four-H organization leaders and certain characteristics, roles performed, and attitudes held toward leader roles and to apply the findings in suggesting leader selection criteria. Data were gathered from 282 organization leaders living in 30 Iowa counties. All leaders were evaluated by a Four-H agent maintaining primary Four-H responsibility in a county more than one year prior to the study. Agents rated women leaders significantly higher than men. The most successful leaders maintained a larger number of memberships and held more officer positions in organized groups. No significant difference was found between types on such characteristics as age, education level, and occupation tenure. It was concluded that women should be used as leaders for all clubs. Leaders usually considered it important that they perform many different leader roles. A greater effort should be made through training programs, assistance to leaders, and attitude change for a complete implementation of the organization-project leader system. This masters thesis is available from Iowa State University of Science and Technology, Ames. (author/pt)

E. PROGRAM CONTENT AND PLANNING PROCEDURES

AC 002 748 JI PROGRAM-PLANNING RESEARCH. Douglah, Mohammed A. DOCUMENT NOT AVAILABLE FROM EDRS. In Journal of Cooperative Extension; v6 n1 p29-38 Spr 1968 10p.

TERMS: *PROGRAM PLANNING; *COMMUNITY LEADERS; *LEADERSHIP TRAINING; *CITIZEN PARTICIPATION; *COMMUNITY INVOLVEMENT; MODELS; RESEARCH University of Wisconsin; Cooperative Extension Service

ABSTRACT: Planning is generally accepted as an essential process for developing educational programs, activities, or events. It can be a simple process (as in planning a lecture) or rather complex (as in planning a long-range comprehensive plan for social and economic development for a depressed area). The process of planning has considerable influence on the success or failure of a program. The author briefly summarizes some aspects of a research effort directed toward analyzing the process of program planning as carried out by the University of Wisconsin Cooperative Extension Service. Most of the tentative conclusions apply equally to organizations and agencies which involve lay citizens in planning their programs. (The document includes 14 references.) (author/ly)

AC 000 658 E SOCIAL ACTION AND INTERACTION IN PROGRAM PLANNING. Beal, George M. * and others Iowa State Univ., Ames 66 DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *interaction, *program planning, *action programs (community), *communication (thought transfer), *group behavior, research, experimental programs, research methodology, criteria, extension agents, rural extension, participation, group discussion, individual characteristics, statistical data, intelligence, performance, supervisory methods, personality, Cooperative Extension Service,

ABSTRACT

Two research frameworks, social action and group formation and maintenance, were chosen to analyze the effectiveness of communication strategies employed by extension workers. In a study on the introduction of program planning into a county, the fulfillment of each of 34 steps in the social action process was analyzed and found to be only somewhat adequate. When specific elements of social systems were examined, the ability to integrate details of a discussion into a meaningful whole correlated directly with job satisfaction. An assessment of program planning revealed that 75 percent of the conditions met or nearly met were directly or indirectly related to social action. Finally, a detailed analysis, by performance, intelligence, and personality variables, of an eight member Natural Resources Subcommittee showed that dominance, receptivity to change, active and relevant participation in discussions, and performance were all closely interrelated, and were most characteristic of the three resource persons on the Subcommittee. (The document includes charts and diagrams, five appendixes, references, and the theoretical methods and orientation of the overall study. It is available from the Iowa State University Press, Ames.) 520 pages. (ly)

AC 001 103 E STUDY OF FIRST-YEAR 4-H CLUB LEADERS IN NEW YORK STATE, TENURE, CHARACTERISTICS
ED 012 845 OF LEADERS AND EVALUATION OF JOB PERFORMANCE BY 4-H AGENTS (Extension study no. 12 and supplement). Alexander, Frank D. New York State Univ. College of Agric. at Cornell. New York State Univ. College of Home Ec. at Cornell. MAR 66 EDRS PRICE MF-$ 2.25 HC-$11.04 276p.

TERMS: *youth leaders, *task performance, *job analysis, *job tenure, *participant characteristics, rural extension,

ABSTRACT: To determine the factors related to first-year 4-H leaders' continuing in or dropping out of 4-H work and to analyze relationships among characteristics of a sample of first-year 4-H leaders and the evaluation by their 4-H agents of jobs performed and not performed, in 1961 questionnaires and personality tests were given to 527 first-year 4-H leaders in New York who were part of a Northeastern Regional sample. Questionnaires were also administered in 1961 and 1962 to 4-H agents in the counties from which the leaders came. Major personal characteristics of the sample are outlined and then related to tenure. Implications of the findings are relevant in training agents to train leaders. In the supplement, distribution of jobs according to the number of first-year 4-H leaders performing and not performing them, and the perceptions of 4-H agents and state leaders of 4-H leaders' jobs are presented in tables. Appendixes include questionnaires. (Document available from Office of Extension Studies, New York State Colleges of Agriculture and Home Economics, Contract Colleges of the State University at Cornell University, Ithaca, New York) (aj)

SECONDARY TERMS: statistical data, questionnaires, leadership training, extension agents, youth clubs, evaluation, role perception, 4 H clubs, Cooperative Extension Service, New York State,

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AC 001 318 E EDUCATION IN PUBLIC AFFAIRS AND LEADERSHIP FOR PUBLIC RESPONSIBILITIES,
ED 012 863 A REPORT OF THE FUND FOR ADULT EDUCATION AND COOPERATIVE EXTENSION SERVICE PROJECT. U.S. Dept. of Agriculture. Federal Extension Service. ER and T-133(11-66) NOV 66 EDRS PRICE MF-$0.25 HC-$1.80 45p.

TERMS: *rural extension, *program improvement, *leadership training, public affairs education, consultants, evaluation,

ABSTRACT: A pilot project (July 1959-December 1961), aimed at new ways to advance education for public affairs and leadership in the Cooperative Extension Service, was conducted in 12 counties of six states. Program consultants received ten weeks training built around a seminar on current issues and activities, and followed by orientation conferences. Consultants assisted county extension staff members in planning, organizing, conducting, and reporting project activities. The evaluation of the project, conducted principally during 1963-64, indicated definite program changes in eleven of the counties (mainly in organization, action, evaluation, subject content, and broadened clientele base), and local achievements in such areas as governmental and school change, civic participation, community development, and physical improvements. Forums and short courses were the most effective techniques in public affairs education, but were used little. The consultants' own training seemed generally adequate. Obstacles to the success of the project were felt to be the shortness of the two and one-half year period, a lack of communication and understanding between consultants and county agents, and lack of administrative support for the program. (Document includes a budget estimate and 6 tables). (ly)

SECONDARY TERMS: demonstration projects, professional training, extension agents, program development, educational objectives, citizenship, program descriptions, Federal Extension Service, Cooperative Extension Service,

AC 000 417FI AGRICULTURAL EDUCATION (Title supplied). Jul 66 EDRS PRICE MF-$0.25 HC-$0.52
ED 014 543 11p.
TERMS: *agricultural education, *agricultural trends, *educational objectives, adult vocational education, post secondary education, high schools, Virginia,

AGRICULTURE IS THE MOST BASIC INDUSTRY IN THE UNITED STATES AND, AS OUR SOURCE OF FOOD, FEED, AND FIBER, OCCUPIES A KEY ROLE IN THE ECONOMY OF THE COUNTRY. CHANGING DEMANDS AND SCIENTIFIC DEVELOPMENTS HAVE CREATED A NEED FOR INCREASED EMPHASIS ON TRAINING INDIVIDUALS FOR EMPLOYMENT IN THE TOTAL INDUSTRY OF AGRICULTURE. THESE CHANGES HAVE IMPLICATIONS FOR AGRICULTURAL EDUCATION -- (1) THE IMPORTANCE OF PRODUCTION AGRICULTURE INCREASES AS THE POPULATION INCREASES, AS TECHNOLOGICAL ADVANCES REQUIRE ADDITIONAL KNOWLEDGE AND SKILLS, AND AS TRAINING FOR FARMING OCCUPATIONS BECOMES MORE COMPLICATED, (2) MORE ATTENTION SHOULD BE GIVEN TO THE EDUCATIONAL NEEDS OF PEOPLE EMPLOYED BOTH IN AGRICULTURE AND OTHER OCCUPATIONS, AND (3) BECAUSE NONFARM AGRICULTURAL BUSINESSES EMPLOY ABOUT ONE-THIRD OF ALL WORKERS, INSTRUCTIONAL PROGRAMS SHOULD BE EXPANDED TO MEET SPECIAL EDUCATIONAL NEEDS OF INDIVIDUALS SEEKING OFF-FARM AGRICULTURAL EMPLOYMENT. PURPOSES, SPECIFIC OBJECTIVES, ENROLLMENT REQUIREMENTS, AND SAMPLE INSTRUCTIONAL PROGRAMS FOR AGRICULTURAL EDUCATION ARE INCLUDED. (WB)

AC 000 905FI A GUIDE FOR DEVELOPING OCCUPATIONAL PROGRAMS IN HOME ECONOMICS EDUCATION.
ED 012 749 Keller, F. Louise South Carolina State Dept. of Education, Columbia
66 EDRS Price MF-$0.25 HC-$1.00 25p.
TERMS: *OCCUPATIONAL HOME ECONOMICS; *PROGRAM DEVELOPMENT; *ADULT VOCATIONAL E EDUCATION; *ADMINISTRATIVE POLICY; POST SECONDARY EDUCATION

ABSTRACT: THIS GUIDE WAS PREPARED TO HELP SCHOOL ADMINISTRATORS AND HOME ECONOMICS TEACHERS PLAN AND DEVELOP PROGRAMS WHICH PREPARE HIGH SCHOOL YOUTH, POST-HIGH SCHOOL YOUTH, AND ADULTS FOR EMPLOYMENT IN OCCUPATIONS UTILIZING HOME ECONOMICS KNOWLEDGE AND SKILLS. CATEGORIES OF PERSONS FOR WHOM PROGRAMS CAN BE DEVELOPED UNDER THE VOCATIONAL ACT OF 1963 ARE GIVEN. THERE ARE SUGGESTIONS OF APPROPRIATE JOBS FOR UPPER SECONDARY STUDENTS, YOUTHS STUDYING AT GRADE LEVELS 13 AND 14 AND OUT-OF-SCHOOL YOUTHS AND ADULTS. RESPONSIBILITIES, POSSIBLE PLANS OF EMPLOYMENT, AND EMPLOYMENT LEVEL ARE GIVEN FOR SAMPLE OCCUPATIONS. THE FOLLOWING STEPS ARE RECOMMENDED FOR PLANNING AND INITIATING A LOCAL PROGRAM--(1) DETERMINE EMPLOYMENT OPPORTUNITIES, (2) APPOINT AND WORK WITH AN ADVISORY COMMITTEE, (3) DETERMINE THE AVAILABILITY OF STUDENTS WHO HAVE INTEREST, APTITUDE, AND ABILITY TO PROFIT FROM THE PROGRAMS, (4) SELECT PROGRAM(S) TO BE OFFERED, (5) PLAN SPECIFIC COURSES TO BE OFFERED, AND (6) FOLLOW PRESCRIBED PROCEDURE FOR IMPLEMENTING PLANS. THIS LATTER STEP INCLUDES FILLING OUT AN APPLICATION FORM WHICH IS SHOWN AND FOLLOWING POLICY GUIDELINES OUTLINED. (MS)

AC 000 337 I INCREASING UNDERSTANDING OF PUBLIC PROBLEMS AND POLICIES, 1966, A GROUP STUDY OF FIVE TOPICS IN THE FIELD OF EXTENSION EDUCATION. (Report of 16th national agricultural policy conference held at Lake Hope State Park, Zaleski, Ohio, Sep 12-15, 1966). National Committee on Agricultural Policy. Farm Foundation, Chicago, Ill. 66 135p.

TERMS: *rural extension, *agricultural policy, *teaching techniques, *extension agents, *public affairs education, poverty,

ABSTRACT: The purpose of the national agricultural policy conferences is to assist extension workers through discussion of timely and important information on agricultural policy issues and effective techniques for presenting this information to groups. Major discussions at this conference were concerned with approaches to world food needs (extent of need, assistance in agricultural development, food aid, U.S. farm policy issues) -- the food marketing system -- nature and implications of the cotton crisis -- the struggle against poverty (problems in breaking the poverty cycle, and potentialities of rural organization and early education) -- and methods employed to attack public problems (regional poverty, community development, farm labor, and water conservation) in Kentucky, Alabama, California, and Colorado. Document includes a list of conference participants and a list of members of the National Committee on Agricultural Policy. (ly)

SECONDARY TERMS: depressed areas (geographic), food aid, food industry, farm labor, public policy, conservation education,

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AC 001 106 C SURVEY OF 76 DAIRY FARMS IN SENECA COUNTY. COOPERATIVE STUDY 2. Hannan, Jesse B. Seneca County Cooperative Extension Assn. Agricultural Division. Cornell Univ. Ithaca. Office of Extension Studies. Jun 67 34p.

TERMS: *educational needs, *farmers, *program evaluation, *rural extension, *surveys,

ABSTRACT: **A survey of Seneca County farms was made to determine effectiveness of dairy extension programs; to ascertain the present state of mechanization, cultural practices and farm management; to determine educational needs; and to introduce the new extension agent.**

AC 002 774 JI ANOMIA AND COMMUNICATION BEHAVIOR: THE RELATIONSHIP BETWEEN ANOMIA AND UTILIZATION OF THREE PUBLIC BUREAUCRACIES. Marsh, C. Paul; And Others
DOCUMENT NOT AVAILABLE FROM EDRS. In Rural Sociology v32 n4 p435-45
Dec 67

TERMS: *SOCIAL ISOLATION; *INFORMATION UTILIZATION; *INFORMATION SEEKING; *BEHAVIOR PATTERNS; EDUCATIONAL BACKGROUND; EMPLOYMENT SERVICES; EDUCATIONAL OPPORTUNITIES; RURAL EXTENSION; INFORMATION SOURCES; FEDERAL AGENCIES Cooperative Extension Service; South Carolina

ABSTRACT: It appears theoretically sound to hypothesize that anomia and communication behavior are related. Since the highly anomic individual is by definition uncertain as to norms (that is, as to what behavior is appropriate), they are probably less likely to make use of public bureaucracies. A negative association was found between anomia scores and extent of contact with the Agricultural Extension Service and between anomia and knowledge of area vocational schools. The relationships were in the hypothesized direction regardless of educational level, though the degree of association was quite low in some categories. However, the data did not support the hypothesis of a negative relationship between anomia and contact with the Employment Security Commission. Presumably, the most anomic individuals are most often unemployed and thus more often require the assistance of the employment service in filing for unemployment benefits and in locating employment. This greater need may offset any greater tendency for more highly anomic persons to avoid contact. (The document includes six tables and 18 references.) Author/ly)

AC 002 037 E THE FAMILIES AND THEIR LEARNING SITUATIONS. Hunter, Starley M.
ED 017 820 * and others Massachusetts Univ., Amherst, Cooperative Extension Service 67 EDRS PRICE MF-$0.50 HC-$2.92 71p.

TERMS: *homemaking education, *urban extension, *disadvantaged groups, *information sources, *behavior change, family (sociological unit),

ABSTRACT: The present study, involving 129 disadvantaged families in the South End Housing Development, Boston, was made in 1964 to assess the extent to which South End families had been reached by Massachusetts Extension Service programs since a previous (1962) survey of needs, the means by which they had been reached, and changes in attitudes and practices related to homemaking and family living. Data on age, race, sex, income and financial support, education, occupation, employment status, family and marital status, and length of residence were correlated with responses on information sources, awareness, behavior change, and educational interest. Among all information sources (including meetings, radio and television, and home visits by the home economist and others), Community Service Center leaflets were mentioned most often. Awareness and evidence of improved knowledge, practice, and attitudes in such areas as nutrition and food buying, installment buying, household skills and housekeeping, and making and altering clothing, and child guidance and development were highest among homemakers under 40, those with incomes of $2,000 or more, and households of three or more persons. (The document includes one chart, 31 tables, and two references.) (ly)

SECONDARY TERMS: consumer economics, foods instruction, family income, program evaluation, research, adoption (ideas), knowledge level, money management, parent education,educational interest, Boston, Massachusetts Extension Service,

AC 000 664FI FORMS AND SCOPE OF POVERTY IN KENTUCKY. RESOURCE DEVELOPMENT SERIES 10.
ED 013 700 Ramsey, Ralph J. Kentucky Univ., Lexington Jan 67 EDRS PRICE MF-$0.25 HC-$2.00 48p.
TERMS: *cultural disadvantagement, *economic disadvantagement, *welfare recipients, employment, health, housing, income, migrants, Negroes, participation, school holding power, Kentucky,

THE PURPOSE OF THIS PUBLICATION WAS TO IDENTIFY POVERTY AND TO DESCRIBE PARTICULAR POVERTY SITUATIONS IN KENTUCKY. POVERTY IS DESCRIBED AS BEING A CONDITION OF DEPRIVATION IN ANY ASPECT OF LIVING WHICH HANDICAPS A PERSON IN ACQUIRING THE GOOD THINGS OF LIFE. FOR MEASURING THE EXTENT OF POVERTY IN KENTUCKY, THE FOLLOWING FACTORS WERE CONSIDERED--(1) INCOME, (2) EDUCATION, (3) EMPLOYMENT, (4) HOUSING, (5) HEALTH, (6) SOCIAL PARTICIPATION, AND (7) WELFARE RECIPIENTS. VARIOUS TABLES ARE PRESENTED WHICH ANALYZE THE COMPOSITION OF THE POVERTY-STRICKEN SEGMENT OF THE POPULATION IN KENTUCKY. TO COMBAT THESE PROBLEMS OF POVERTY, THE NATIONAL COMMITTEE FOR ECONOMIC DEVELOPMENT RECOMMENDED A NINE-POINT PROGRAM OF ACTION CONCERNING EDUCATION AND TRAINING, AND CALLING FOR A COMBINATION OF FEDERAL, STATE, LOCAL, AND PRIVATE EFFORT. THE PROGRAM WAS PRESENTED VERY BRIEFLY IN THE PUBLICATION. (ES)

AC 002 451 E FACTORS ASSOCIATED WITH WOMEN'S PERCEPTION OF THEIR PROBLEMS. (M.S. thesis). Kruempel, Beverly Jeanne Wisconsin Univ., Madison. Dept. of Agricultural and Extension Educ. Jan 68 DOCUMENT NOT AVAILABLE FROM EDRS.
TERMS: *females, *developmental tasks, *age differences, *role perception, *family problems, family life, family background, masters theses, personal adjustment, questionnaires,

ABSTRACT

This study sought to determine (1) family and personal problems identified by women and (2) the relationship between these problems and the respondents' background. A multi-stage probability sampling procedure was used. Data were obtained from a sample of 611 adults in Columbia County, Wisconsin. This included 340 women used in the study. Havighurst's "developmental task" concept was used to classify the problems identified by the women. Young women (21-35) identified problems related to rearing children and managing a home. Middle-aged women (36-55) identified "assisting teenage children to become responsible and happy adults" and "establishing and maintaining an economic standard of living" as their major problems. Women of later maturity (56 and over) were concerned mainly with adjusting to old age conditions. Women with lower education experienced more problems in the mother-role, especially when the children were young. Women in the open-country as opposed to those in cities and villages indicated more problems with (1) teenage children and (2) managing a home. With women of later maturity, lower income was associated with decreasing strength and health, and retirement. (Document includes tables, a bibliography, and the questionnaire.) This masters thesis is available from the University of Wisconsin, Madison. 82 pages. (author)

AC 000 820FI EDUCATIONAL RESTRICTIONS TO AGRICULTURAL SUCCESS AND THE RELATIONSHIP
ED 010 038 OF EDUCATION TO INCOME AMONG FARMERS (ED 010 038). Persons, Edgar A.
* Swanson, Gordon I. Minnesota Univ., Minneapolis. USOE. Cooperative
Research Program CRP-2604 66 EDRS PRICE MF-$0.75 HC-$6.12
153p.

TERMS: *educational status comparison, *farmers, *adult characteristics, *educational background, agriculture, agricultural trends,

ABSTRACT: This project studies the relationships of educational, economic, and biographical variables to farm success. Understanding these relationships was prerequisite to devising a means of predicting success for a young man contemplating production agriculture as an occupation Special attention was focused on the role of the educational component in that prediction. In addition, a determination was made of the relationship of farm financial success to the achievement and aptitude of farm children in school. The sample consisted of all veterans who were currently farming and who had been trained at 40 schools that still retained their records of the Institution on Farm Training (IOFT) program The educational input was assessed from the veterans' training record, files of the armed services, questionnaires, and interviews. Gross income, net income, and yearly gain of net worth information were obtained from questionnaires. Independent variables were age, tenure status, beginning capital, size of business, number of children, highest grade completed, GCT and MAT scores and months of instruction at the IOFT. The data were measured and the results were -- 1) income data were limited and considered insufficient to use as a farm success measure, 2) recent adult education was significant in gross income and yearly gain, and 3) no significant relationship exists between income and the aptitude of farm children. (rie/aj)

AC 001 776JE EDUCATIONAL PARTICIPATION AND INNOVATIVENESS (In JOURNAL OF EDUCATIONAL
ED 015 394 RESEARCH, 60(10)/448-449, Jul-Aug 1967). Averill, Thomas B. AUG 67
DOCUMENT NOT AVAILABLE FROM EDRS 2p.

TERMS: *adoption (ideas), *farmers, *participation, *adult education, *innovation, educational interest, farm management, behavior change, research,

ABSTRACT: Farmers were classified into four groups according to their tendency to adopt farm practice innovations. Participation in educative activities was postulated to be related to their openness to new ideas and practices. A structured interview schedule was used to determine the farmers' participation in educational activities--reading books and magazines, attending adult classes, conferences, institutes, taking correspondence courses, and viewing selected television programs. Chi square analysis revealed that this participation was not independent of the tendency to adopt new practices. One way analysis of variance showed some relationship between openness and age, formal schooling, and socioeconomic status. Multiple covariance was done on participation scores, removing the effect of these variables. It was concluded that association between educative behavior and openness cannot be explained by characteristics commonly associated with educational participation. It was suggested that educative behavior is important in developing and maintaining an openness to new ideas. (This article appeared in the JOURNAL OF EDUCATIONAL RESEARCH, Volume 60, Number 10, July-August, 1967) (author/pt)

SECONDARY TERMS: psychological characteristics, statistical analysis, age groups, educational background, socioeconomic status, AC 001 366 E AGRICULTURAL EXTENSION (In AGRICULTURAL EDUCATION IN AUSTRALIA, by R.N. Farquhar. Hawthorn, Victoria, Australian Council for Educational Research, 1966/237-261). Farquhar, R.N. JUL 66 DOCUMENT NOT AVAILABLE FROM EDRS 27p.

ED 014 627

TERMS: *rural extension, *extension agents, *farm management, *private agencies, *government role, educational policy, educational

ABSTRACT: Australian agricultural extension has long emphasized technical advisory service at the expense of the socioeconomic aspects of farm production and farm life. Only in Tasmania has farm management been stressed. Demands for the whole-farm approach have produced a trend toward generalism for district officers in most states. The federal government, mass media, and business, industrial, research, and rural groups supplement state government efforts. In particular, the private services of farm management clubs, introduced in 1956, now employ about twice as many generalized extension workers as all the state governments combined. However, there are at present no special facilities in Australia for professional agricultural extension training. Future progress in Australian agricultural extension will require better trained farmers, more skilled consultants, adequate professional training and extension research, participation of the rural population in voluntary organizations, close teamwork between extension generalists and specialists, and closer cooperation among all the extension services. (This document is chapter 8, in AGRICULTURAL EDUCATION IN AUSTRALIA, by R.N. Farquhar, available from the Australian Council for Educational Research, Hawthorn, Victoria) (ly)

SECONDARY TERMS: philosophy, generalists, educational needs, national surveys, state government, federal aid, industry, professional education, university extension, economics, specialists, inservice education, clubs, Australia,

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AC 000 456 E TOWARDS A SOCIOLOGICAL THEORY FOR EXTENSION (IN Human relations, 19(4)/391-403, 1966). Tully, Joan. 66 DOCUMENT NOT AVAILABLE FROM EDRS. 13p.

ED 011 991

TERMS: *rural extension, *diffusion, *innovation, *behavior change, beliefs, evaluation, research, socioeconomic influences,

ABSTRACT: Agricultural extension has long assumed that if farmers are given information, some will use it, and that ideas will diffuse from innovators to other farmers. However, research findings indicate that about 16 percent of farming populations use the information provided and that widespread diffusion may take up to 10 years. Differing values and beliefs held by extension agents and farmers may impede communication. While the agent may accept evidence, supported by experimental data, calling for certain corrective measures, the farmers may misinterpret the problem or the information, and regard the new practice as irrelevant, unfeasible, or ineffective. Moreover, the influence of reference groups (face to face groups with their own systems and norms and social sanctions to enforce them) may impede both diffusion and adoption. Rural groups, whether based on neighborhoods or on wider areas, tend to be membership reference groups. The work of Parsons and Bales suggests that values, beliefs, and attitudes are formed and changed within reference groups, and that change requires factual, effective communication and interaction among the majority of members. Document includes 17 references. (Article appeared in Human relations, published quarterly by the Tavistock Institute of Human Relations, London, England) (ly)

SECONDARY TERMS: social values, group behavior, interpersonal relationship, rural environment, farmers, participation, attitudes, changing attitudes, behavior patterns, information sources, adoption (ideas), research reviews (publications), interaction, communication (thought transfer), Queensland, Australia,

AC 002 915 E
ED 011 638

OUR SOCIETY'S FUTURE, IMPLICATIONS FOR THE ADMINISTRATION OF EXTENSION PROGRAMS (Address to the 9th national administration seminar for cooperative extension, University of Wisconsin, Madison, May 15, 1967). Griffith, William S. MAY 67 EDRS PRICE MF-$0.25 HC-$0.84 21p.

TERMS: *university extension, *extension education, *developing nations, *educational responsibility, *socioeconomic influences,

ABSTRACT: The population explosion versus world food production capacity, together with urban blight, poverty and functional illiteracy, increasing competition for trained manpower, and related imbalances in American education, constitute major trends and acute problems in today's society. Universities and their extension divisions must lead the attack on national and worldwide public problems. Extension methods have not been successful in increasing food production in developing nations. The primary kind of technical assistance needed is education aimed at population control, rather than agricultural technology. The leadership of the universities will require broader cooperation, new lines of communication, wise allocation of limited extension resources, and continuing education and planning for future needs. Document includes footnotes. (ly)

SECONDARY TERMS: urban extension, rural extension, educational needs, universities, educational objectives, extension agents, educational change, social change, technical assistance, leadership responsibility, population growth,

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AC 002 717 JI

WHAT IS AN ATTITUDE? Culbertson, Hugh M. DOCUMENT NOT AVAILABLE FROM EDRS. In Journal of Cooperative Extension; v6 n2 p79-84 Sum 1968 6p.

TERMS: *ATTITUDES; *RURAL EXTENSION; *EDUCATIONAL PSYCHOLOGY; *EVALUATION CRITERIA

ABSTRACT Attitudes are known to involve an attitude object, a set of beliefs concerning the object, and a tendency to accept or reject the object. However, extension educators might profitably look at other dimensions of attitude: the intensity of feeling toward the attitude object; the amount of information which the attitude holder has to back up and interpret his beliefs; and the degree of resistance of the attitude to change. (ly)

AC 002 771 JI INNER CITY: THE UNIVERSITY'S CHALLENGE. Jones, Stanley L. DOCUMENT NOT AVAILABLE FROM EDRS. In Journal of Cooperative Extension, v6 n3 p155-63 Fall 1968 9p.

TERMS: *INNER CITY; *URBAN EXTENSION; *UNIVERSITY EXTENSION; *NEEDS; *RESPONSIBILITY; PUBLIC SCHOOLS; MINORITY GROUPS

ABSTRACT: The Land-Grant College is characterized as not having fulfilled its original mission but, instead, of having triumphed in the field of farm technology. The author challenges the American university to use its resources to alleviate city conditions of tension, blight, and human decay--a challenge far greater than that faced in relation to farm technology. According to the author there are four things a university should and must do: (1) stop teaching students to distrust the city, (2) develop programs in urban affairs, (3) produce teachers with the knowledge and insight required to handle education in America's ghetto schools, and (4) use research resources to investigate causes of and solutions for present city problems. (The document includes seven references.) (author)

AC 002 747 JI ROUTES TO ADULTHOOD. Havighurst, Robert J. DOCUMENT NOT AVAILABLE FROM EDRS. In Journal of Cooperative Extension; v6 n1 p7-14 Spr 1968 8p.

TERMS: *ADOLESCENTS; *SOCIALIZATION; *BEHAVIOR PATTERNS; *MATURATION; *TEACHING TECHNIQUES;

ABSTRACT: Adolescents use various routes to progress into adulthood. From the adult point of view, some of these routes are acceptable while others are not. Although most youth make a successful transition into adulthood, others cling to their peer groups and defy the adult society which awaits them. The author defines five subgroups of adolescents (maintainers and conformers, the entrepreneurs, the uncommitted, the half-socialized, and the unsocialized) and discusses the kinds of leaders and programs that are most successful in working with these five groups of youth. (author/ly)

AC 002 289 E ADULT EDUCATION IN HOMEMAKING IN UPSHUR COUNTY IN WEST VIRGINIA, EVALUATION OF INTERESTS AND NEEDS FOR ADULT HOMEMAKING EDUCATION IN UPSHUR COUNTY, 1960-1961. (M.S. thesis). Bowyer, Ruth Hurst West Virginia Univ., Morgantown 63 DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *homemaking education, *educational interest, *educational needs, *evaluation, surveys, home economics education, program length, scheduling, units of study (subject fields), socioeconomic influences, statistical data, masters theses, public school adult education, West Virginia,

ABSTRACT

The purpose of this study was to secure information from mothers of junior high and high school pupils as to what classes should be included in the Upshur County, West Virginia, Adult Homemaking Program. The questionnaire drew replies from 457 (35 percent) of those contacted. Responses showed a general interest throughout the county in attending adult classes. Findings showed that those without home economics prefer to meet in their home communities, while those who have had some home economics training prefer to meet for classes in the home economics department of the high school. It appeared that emphasis should be placed on classes on new sewing techniques, advanced sewing, and quick and easy meals. Of little interest to the majority were the following suggested classes--budgeting time and money, home decoration classes, and stretching the food dollar. Recommendations were made for the possibility of conducting similar studies in other counties to determine the needs of homemakers, including older homemakers and those with young children. (The document includes 61 tables and 13 references.) This masters theses is available from West Virginia University, Morgantown, 122 pages. (ly)

AC 002 053 E
ED 017 827 THE NEED FOR CONTENT IN HOME DEMONSTRATION PROGRAMS AS INDICATED BY CLUB MEMBERS IN THE STATE OF OKALHOMA (Ed.D.thesis). Spivey, Grace L. Cornell Univ., Ithaca, N.Y. 63 DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *homemakers clubs, *educational needs, *program content, *homemaking skills, *participant characteristics, socioeconomic influences, questionnaires,

ABSTRACT: The need for subject matter content in home and family living, and its relation to certain socioeconomic characteristics of club members were studied. Data were obtained from 253 respondents by mailed questionnaire. Findings indicated a wide range existed among members in age, education, income, and place of residence. There was need for all subjects, but intensity of need differed. Older members had a need for clothing instruction, those with income under $2500 for food and nutrition, $2500-$4999 for clothing, $5000-$7499 for housing, and $7500 and over for human relations programs. Rural residents desired programs dealing with housing, while urban residents had a need for food and nutrition programs. Other participant characteristics such as home ownership, marital status, and employment were also noted. Generalized conclusions include--(1) club members tend to be housewives who own their own home and are middle aged, (2) a significant relationship exists among the socioeconomic characteristics of age, education, and income, and expressed needs, and (3) the relatively low level intensity of expressed need for the Home Demonstration Program suggests a need for reexamination of the total program. This document is a doctoral thesis available from University Microfilms, Ann Arbor, Mich. Order no. 64-1046. Microfilm $3.50, Xerography $12.15. 269 pages. (pt)

SECONDARY TERMS: research, doctoral theses, age groups, educational background, rural areas, urban areas, clothing instruction, foods instruction, housing, human relations programs, housewives, family income, employment patterns, group membership,

AC 002 063 E INTEREST IN TRAINING. North Carolina training needs study,
ED 017 834 Number 1. Marsh, C. Paul * Brown, Minnie M. North Carolina
Agricultural Extension Service, Raleigh Misc. Ext. Publication
no. 5 Aug 65 EDRS PRICE MF-$0.25 HC-$0.76 17p.
TERMS: *Negroes, *rural environment, *adult characteristics, *educational
interest, *informal leadership, educational background, motivation,

ABSTRACT: During the spring of 1964, a study of the training needs of rural disadvantaged Negro families in North Carolina was conducted in 12 communities. Information was gathered on educational level and vocational training, employment history, the extent of poor health and physical handicaps, levels of occupational aspiration and willingness to migrate and/or to participate in training programs to attain these aspirations, knowledge of public agencies, access to communication media, organizational participation, and informal leadership patterns. Two questionnaires were used--one to obtain data about the household from the household head, and one completed by all in the sample households between 15 and 49 years of age, no longer in school, and not disabled. The low educational level indicates that few of the respondents are likely to qualify for technical training without further basic education. There appears to be interest among adults in educational and training programs perceived as relevant to better job opportunities, especially if they are free and given locally. However, income levels are so low and many individuals are already so discouraged that the widespread translation of this interest into participation in such programs is likely to be successful only to the extent that local leaders at the small community level understand the problems and are committed to them. (aj)
SECONDARY TERMS: vocational retraining, employment experience, physical handicaps, aspiration, educational needs, age differences, sex differences, cultural isolation,

interviews, North Carolina,

AC 002 144 E PILOT STUDY OF YOUNG HOMEMAKERS, 1964. CASE STUDIES OF TWENTY YOUNG
ED 017 862 HOMEMAKERS IN ONONDAGA COUNTY, NEW YORK STATE. Doremus, Mabel
Cornell Univ., Ithaca. Cooperative Extension 64 EDRS PRICE MF-$0.50
HC-$3.76 92p.
TERMS: *housewives, *home economics, *adult characteristics, *question
answer interviews, *extension education, homemaking skills,

ABSTRACT: To determine why many young homemakers have not participated in adult education through the Cooperative Extension Service and whether and what kind of homemaking help they want, 20 women in Onondaga County, New York were interviewed, guided by questionnaires to which verbal answers were given. Observations were made of the appearance of the homemaker and her home, kinds of equipment, examples of her sewing, and her general philosophy and attitudes including her views about the amount of her leisure time. The income of 55 percent of those interviewed exceeded national, state, and county medians. The subjects had more education than the national average, half were in the 25-29 age group, 70 percent had been married less than five years, and half owned their own homes. All belonged to a church and owned both a radio and television set. Sources of homemaking information mentioned most often were books, magazines, newspapers, friends, and relatives. Unfamiliarity with Extension Service and pre-school children were the reasons given for lack of participation. Lack of transportation or free time and conflicting organizational membership were not deterrents to participation. Every woman showed interest in some phase of home economics included in Extension programs. The study indicated that publicity about Extension program content is needed. (Document includes 20 case studies, 46 tables, and the questionnaire) (aj)
SECONDARY TERMS: home management, questionnaires, community surveys, individual needs, information sources, interest research, Cooperative Extension Service,

AC 002 225 I HOMEMAKING PROBLEMS OF YOUNG HOMEMAKERS OF COLUMBUS, OHIO, WITH IMPLICATIONS FOR ADULT CLASSES IN HOME ECONOMICS. Gordon, Martha Wagner Ohio State Univ., Columbus. Coll. of Agriculture and Home Econ. 63 DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *homemaking education, *educational needs, *personal interests, *socioeconomic status, *young adults, interviews, course content, surveys, family life,

ABSTRACT: To determine current homemaking problems and education homemaking needs and interests for planning young adult homemaking programs, a study of 100 young homemakers (age 16 to 35) of metropolitan Columbus, Ohio, was made. Interviews, selected from three socio-economic groups in proportion to the population, supplied data on age, marital status, number and ages of children, type of housing, employment, husband's occupation, income, and educational level. On a four-degree scale they indicated interest levels in five phases of each of seven homemaking areas -- management problems, food and nutrition, child development, home furnishing, clothing and textiles, home safety, and family living. All socioeconomic groups were concerned most about the first three areas, thus supporting only part of the hypothesis that they would express most need for help in areas of management, family relations, and child development. Expression of "yes" or "no" interest in each of 21 adult homemaking courses somewhat supported the hypothesis that expressed interests in classes would reflect expressed problems in homemaking. Of the 15 sources listed for help in problem solving, only one third of the homemakers indicated use of sources outside family and friends, thus supporting the hypothesis that young homemakers do not avail themselves of the many sources available to them, such as books, radio, and classes. (Appendix includes questionnaires and bibliography.) This masters thesis is available from Ohio State University, Columbus. 110 pages. (rt)

SECONDARY TERMS: individual characteristics, information sources, problem solving, masters theses,

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AC 002 371 E SPECIAL PROBLEM REPORT, IMPROVING EXTENSION PROGRAM PLANNING PROCEDURES IN SAN LUIS OBISPO COUNTY, CALIFORNIA. Masters thesis. Cannon, Dale Carter. Washington State Univ., Pullman Jul 64 DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *rural extension, *program planning, *farmers, residential patterns, occupations, citizen participation, individual characteristics, community planning, questionnaires, masters theses, leadership, news media, surveys, California,

ABSTRACT

Since 1964 there have been few organized efforts toward formal extension program planning in San Luis Obispo County, California. This survey was conducted my mail questionnaire to gather information on the farm population, get names of community leaders, and provide motivation for program planning. The mean age of respondents was 50 years, the large majority with children at home, three-fourths native to California, one-half being born in the county. The modal grade of school completed was 12. Most had spent at least six years on their farms, 48 percent being in animal science and 46 percent in plant science. Although the majority belonged to fewer than two groups, they ranked the Farm Bureau Center and the Agricultural Extension Service highly. Most would prefer evening meetings of one to two hours in length, Tuesday through Thursday in the winter months, with preferably panel discussions using informed persons. It was felt that local people and organizations should be responsible for planning and financially responsible for improvements. Most felt willing to take part. Of leadership qualities, they rated integrity, respect by others, and morality highest. Newspapers, radio, and farm organization papers ranked high in usage of communication media. This masters thesis is available from Washington State University, Pullman. 101 pages. (pt)

AC 002 242ME FAMILY GOALS AND SOME FACTORS ASSOCIATED WITH THEIR ACCOMPLISHMENT. (Ed.D. thesis). Johnston, Rupert Bernard Cornell Univ., Ithaca, New York 60 DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *family management, *objectives, *farmers, *performance factors, family income, family resources, home management, farm management, extension agents, costs, time perspective, educational background, children, family influence, surveys, doctoral theses, age groups,

ABSTRACT

Goals of farm families were analyzed and factors associated with their accomplishment studied. Data on farm goals, farm and home resources, and income were obtained from 112 families in 18 Mississippi counties, in which there were three different county Extension staffing plans. Goals were classified in groups such as home and grounds, home furnishings, family living, farm management, production practices, farm buildings and fences, farm equipment, and land reclamation. Goals related to the home and family living accounted for 44 percent of the total, and were prevalent among families where there were both men and women Extension agents working with them. Goals related to the farm accounted for 56 percent of all goals and almost half of these were farm management. Among implications were (1) Extension workers should be cognizant of the nature of family goals with respect to both time and cost, (2) the short-run and long-run implications of farm family goals should be considered in making farm and home plans, and (3) age of the farmer, educational achievement, and number and age of children, influence the priorities of given goals. This document is available from University Microfilms, Ann Arbor, Mich. L. C. Card No. Mic 60-2257. Microfilm $2.50. Xerox $8.20. 177 pages. (author/pt)

AC 002 390 E THE CHANGING ROLE OF WOMEN AND ITS IMPLICATIONS FOR HOME ECONOMICS EDUCATION. (M.S. thesis). Fisher, Nanette Hunt City Univ. of New York, N.Y. Hunter Coll. 62 DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *home economics education, *educational needs, *females, *role perception evaluation, socioeconomic influences, attitudes, educational background, family life, homemaking education, working women, masters theses, surveys Hunter College,

ABSTRACT

This study, based on the hypothesis that preparation for marriage is inadequate in our society, includes a survey of literature relating to the educational needs of modern women and the proper role of home economics education, together with results of a survey of Hunter College home economics majors and other women regarding problems in family living. The changing role of women and the role conflicts that frequently arise are discussed with reference to such factors as increasing educational privileges and economic independence, greater equality and competition between the sexes, the strong emphasis on success and material achievement in our society, and inconsistencies between the career and marriage plans of educated women. Findings suggest that, while skills in housekeeping and home management are vital to effectiveness and self fulfillment both in the home and in outside employment, concern with the less tangible areas of family living increases with greater education. The document includes an appendix and 59 references. This M.S. thesis in education is available from Hunter College, 695 Park Avenue, New York, N.Y. 10021. 63 pages. (ly)

AC 001 133 FI
ED 015 230

THE DEVELOPMENT OF PRE-VOCATIONAL EDUCATION LITERACY COURSES FOR USE WITH COMPUTER ASSISTED INSTRUCTION OF DISADVANTAGED YOUTH AND ADULTS. TECHNICAL PROGRESS REPORT. Hankin, Edward K.; And Others Florida State Univ., Tallahassee BR-6-1458-PR-1 15 Sep 66 OEG-2-6-001458-1540 EDRS PRICE MG-$0.25 HC-$0.28 5p.

TERMS: *COMPUTER ASSISTED INSTRUCTION; *DISADVANTAGED YOUTH; *ILLITERATE ADULTS; *LITERACY EDUCATION; ARITHMETIC; PROGRAMED MATERIALS; READING INSTRUCTION

ABSTRACT:

THIS TECHNICAL PROGRESS REPORT COVERS THE FIRST THREE MONTHS OF A PROJECT TO DEVELOP COMPUTER ASSISTED PREVOCATIONAL READING AND ARITHMETIC COURSES FOR DISADVANTAGED YOUTHS AND ADULTS. DURING THE FIRST MONTH OF OPERATION, PROJECT PERSONNEL CONCENTRATED ON SUCH ADMINISTRATIVE MATTERS AS TRAINING STAFF AND PREPARING FACILITIES. AN ARITHMETIC PROGRAM WAS SUBSEQUENTLY WRITTEN TO TEACH COUNTING AND NUMBER READING, AND WAS ADMINISTERED TO 12 SUBJECTS WITH LOW ARITHMETIC ABILITY FROM A VOCATIONAL TRAINING PROJECT. DESPITE INITIAL UNCERTAINTIES ABOUT USING THE COMPUTER, THESE SUBJECTS HAD GENERALLY POSITIVE ATTITUDES ABOUT THEIR EXPERIENCE. WHEN THE PROGRAM WAS TRIED WITH NORMAL CHILDREN, MENTALLY RETARDED CHILDREN, AND UNDERGRADUATE STUDENTS, THE RETARDED CHILDREN FOUND THE COURSE TOO DIFFICULT. DURING THE NEXT REPORTING PERIOD A GENERAL PROGRAM TO TEACH ADDITION WILL BE WRITTEN. FOR THE READING COURSE, SKILLS NECESSARY FOR THE VARIOUS READABILITY LEVELS HAVE BEEN OUTLINED AND PROGRAM OBJECTIVES HAVE BEEN CONSTRUCTED IN BEHAVIORAL TERMS. THE COURSE CONTAINS CONTENT AREAS AND MATERIALS OF HIGH INTEREST TO LEARNERS AND APPROPRIATE TO THEIR GENERAL KNOWLEDGE LEVEL. THE 40 EXERCISES AT EACH LEVEL WILL DEVELOP PREVOCATIONAL CONCEPTS AND ATTITUDES. AMONG THE ALREADY COMPLETED MATERIALS ARE LINEAR AND BRANCHING SUBSEQUENCES. ALTHOUGH AT PRESENT ONLY ABOUT HALF THE MATERIAL HAS BEEN WRITTEN FOR READABILITY LEVEL TWO, BY THE NEXT REPORTING PERIOD IT WILL BE COMPLETED, AND PART OF LEVEL THREE WILL BE FINISHED AND GIVEN TRIAL RUNS. (LB)

AC 002 064 E
ED 019 574

SHIFTING POLITICAL POWER IN THE UNITED STATES, IMPLICATIONS FOR EDUCATION IN AGRICULTURE. Paper presented to the Federal Extension Service annual staff conference, January 10, 1967. Hathaway, Dale E. U. S. Dept. of Agriculture, Federal Extension Service RDPA-6-(1/67) Jan 67 EDRS PRICE MF-$0.25 HC-$0.68 15p.

TERMS: *political power, *power structure, *social change, *policy formation, *rural extension, population trends, rural urban differences, low income states, state federal support, suburbs, middle class, off farm agricultural occupations, universities, professional personnel, geographic regions, poverty programs, farmers, Cooperative Extension Service,

ABSTRACT

The rise of the two party system in the South, reapportionment, and population shifts have removed the South's dominance in agricultural affairs and increased the power of the larger commercialized farms of the West. Extension programs for the rural poor, who are largely in the South, will find little support from the traditional agricultural power structure either in Congress or at the state and local levels. Support must be sought from political power emerging in middle class suburban areas, agricultural business, universities, and the professional community. However, the old agricultural institutions seeking support are losing contact with the universities because there has been a lack of communication between the agricultural part of the universities and the university professionals and a lack of explanation of the importance of applied knowledge on the one part and of the nature and purposes of higher education on the other. Researchers and educators working on agricultural problems would do well to look for political support from the universities and the professionals even if it means lesser ties with the traditional agricultural political forces. (pt)

AC 002 462 E
ED 019 612

READINESS OF NEW YORK COOPERATIVE EXTENSION TO UNDERTAKE A FARM LABOR PROGRAM. Extension Study, Number 16. Alexander, Frank D. New York State Univ., Ithaca, Coll. of Agriculture at Cornell Univ. Nov 67
EDRS PRICE MF-$0.50 HC-$4.48 110p.

TERMS: *rural extension, *labor education, *extension agents, *participation, *farm labor, migrant workers, meetings, agricultural education, publications, statistical data, universities, administrative personnel, advisory committees, man days, surveys, ornamental horticulture, Cooperative Extension Service, New York State,

ABSTRACT

This study sought mainly to determine the present New York State Cooperative Extension input on farm labor education, especially for year round farm labor, and to anticipate extension input for the near future in this field. Questionnaires were returned from 54 of the 56 counties with agricultural divisions, all 13 Cooperative Extension specialists in agriculture, 15 departments of the College of Agriculture, the leader of consumer education, and the extension staff member of the Veterinary College. Major findings included the following--(1) 23 executive committees had discussed year round farm labor and 11 had approved extension work in that area--(2) potential farmer participation in farm labor meetings was estimated at a little over 1,300 for 1967-68--(3) county staff input, aside from training, was 399 man days in 1966-67 and would probably be 499.5 man days in 1967-68--(4) the number of county staffs interested in the labor relations of nursery, landscape, and garden center operators will probably rise from eight (1966-67) to 15 (1967-68)--(5) input by College of Agriculture personnel is expected to rise from 309 man days (1966-67) to 515 man days (1969-70). Therefore, attention should be given to college-county program planning involving selected county agents and actively concerned College of Agriculture personnel. (ly)

AC 002 449*I

GUIDELINES FOR EXTENSION WORK WITH THE FARMERS' ASSOCIATION IN WEST MALAYSIA (M.S. thesis). Hashim, Mohammad Y. B. Wisconsin Univ., Madison. Dept. of Agricultural and Extension Educ. Jan 68

TERMS: *farmers, *voluntary agencies, *developing nations, *extension agents, *guidelines, participation, group membership, leadership responsibility, leadership training, rural development, masters theses, Malaysia,

ABSTRACT: Guidelines were developed for extension agents working with farmers' associations in West Malaysia. The establishment of clearly defined objectives was suggested. Members' needs and interests, and the expected benefits for farmers were emphasized as essential for attaining maximum and effective involvement of members. Programs based on these factors should be realistic, meaningful and attractive to farmer-members in order to sustain their interest in the association. A democratic form of leadership was suggested, and the specific roles of the professional, elected, and lay leaders, respectively, were identified. Training for effective leadership was recommended. Continuous evaluation was emphasized as being necessary for organizational effectiveness. It was recommended that (among other things) extension workers should live up to their promises of extending material aides to farm groups since the nonfulfillment of promises was the cause of mistrust of farmers toward extension workers. 164 pages. (author)

AC 001 193 C OCCUPATIONAL CHANGE AMONG SPANISH-AMERICANS IN ATASCOSA COUNTY AND SAN ANTONIO, TEXAS. Texas A/M Univ. Agricultural Exper. Station. College Station. J.S. Dept. Agr. Human Resource Branch. Washington. Dec 66 24p.

TERMS: *farm labor, *migrants, *occupational choice, *Spanish Americans, **service occupations, unskilled workers, adult characteristics**

ABSTRACT: A survey of occupational trends of Spanish Americans show large numbers leaving farm work for nonfarm blue collar jobs. Prominant occupations include farm labor in rural areas, and unskilled labor and service work in urban centers. Comparison of the Spanish American with non Spanish show an average age of 50 for most heads of households, lack of facility in the English language, a lower educational level, and larger families.

AC 001 389 C WORKING PAPERS ON PROGRAM ORGANIZATION FOR RURAL ADULT EDUCATION IN AUSTRALIA. WITH THE REPORT OF SYDICATE C AND WANGARATTA ADULT EDUCATION CENTER COURSE OFFERINGS (Title supplied) (IN PROCEEDINGS, ANNUAL CONFERENCE OF AUSTRALIAN ASSOCIATION OF ADULT EDUCATION 6th, Canberra, Aug 28-Sept 1, 1966).

TERMS: *rural adult education, *program planning, *programs, *curriculum, *Australia,

ABSTRACT: Six working papers were presented on program organization in rural Tasmania, in West Oxfordshire, in Queensland, in South Australia's Upper Murray district, and in rural Australia. The courses offered in 1965 at the Wangaratta Adult Education Center are listed. The syndicate concluded that a specific study of motivation for adult education in rural areas should be undertaken. (aj)

AC 001 166 C REGIONALISM IN ASIA, A NEW THRUST FOR DEVELOPMENT. (Occasional Paper No.1) Paul, Arthur. The Asia Foundation, P.O. Box 3223, San Francisco, California 94119. Apr 67 27p.

TERMS: *rural extension, *agricultural education, *economic progress, *training needs, *developing nations, Asia.

ABSTRACT: The course of economic development in Asia can be changed by the application of modern technology to agriculture by trained personnel and the establishment of new relationships among neighboring countries. (aj)

AC 002 142 E THE EXPERIMENTAL DEALER TRAINING PROGRAM, A PRELIMINARY SUMMARY
ED 017 861 REPORT OF THE PROGRAM, Rural sociology report, 56. Warren,Richard D. * and others Iowa State Univ. of Science and Technology, Ames Proj-1469 66 EDRS PRICE MF-$0.50 HC-$2.64 64p.

TERMS: *rural extension, *management, *experimental programs, *agricultural supply occupations, *behavior change, research, attitudes, workshops,

ABSTRACT: An experimental action and research project was conducted during 1960-64 by the Iowa Agricultural and Home Economics Experiment Station, in cooperation with the Tennessee Valley Authority, to determine the influence of an intensive training program for general managers of local retail farm supply retail businesses dealing in fertilizer and agricultural chemicals. Changes in knowledge, attitudes, and performance, internal environment and activities of business firms, and economic returns of the total business and of the fertilizer and chemicals departments were assessed. Eight treatment, two alternate treatment, and eight control groups were used. Economic data were gathered from business records, and other data were obtained in personal interviews. Five variables of knowledge, two relating to attitudes, 13 relating to performance, four pertaining to the business firm and to general management, and 14 in the area of economic returns favored the treatment group (participants in a five-day workshop followed by 16 meetings over two and a half years), together with 11 statistically significant variables. Even considering limitations of sample size and length of training, the training program was judged successful. The document includes five tables and a summary chart of training activities. (ly)

SECONDARY TERMS: knowledge level, performance factors, experimental groups, control groups, work environment, evaluation criteria, analysis of variance, statistical data, longitudinal studies, Iowa,

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AC 002 359 E SUMMARY OF ACCOMPLISHMENTS AND DISAPPOINTMENTS, TUSKEGEE INSTITUTE-OEO SEASONALLY EMPLOYED AGRICULTURAL WORKERS EDUCATIONAL PROJECT, NOVEMBER 1, 1966-OCTOBER 31, 1967 Pinnock, Theo. James * Taylor, G. W. est 67 EDRS PRICE MF-$0.25 HC-$1.20 28p.

TERMS: *adult basic education, *farmers, *poverty programs, *rural areas, *self help programs, family health, sanitation improvement, teacher qualifications, housing, grade equivalent scales, negroes, reading improvements, migration, referral, seasonal employment, Tuskegee Institute, Office of Economic Opportunity, Alabama,

ABSTRACT

The Seasonally Employed Agricultural Workers Program was sponsored by Tuskegee Institute, under the auspices of the Office of Economic Opportunity, to provide basic and prevocational education and new goals for 1,239 functional illiterates, most of them owners of small farms, in seven Alabama counties. Families were helped to improve their housing, nutrition, sanitation and health facilities, and farm crops, and to register to vote. In the seven month teaching phase of the program, all but 79 of the 1,122 participants showed some reading improvement as measured by Gray Oral Reading Tests. While the agency referral program was not as effective as it could have been,57 youths were accepted at trade schools, 48 men were accepted for MDTA training, and 605 persons received Social Security benefits. The major disappointments were lack of cooperation from the local power structure and agency administrators and harrassment of teachers and participants. It appears that the best teachers of adults are recent college and high school graduates who have not been trained as teachers of children, and who can relate to students as individuals. If this evidence is verified in the continuing research phase of the program, the criteria for teacher selection should be reevaluated. (Document includes five tables.) (aj)

AC 002 454*I AN ANALYTICAL SURVEY OF THE PEMBERTON VALLEY IN BRITISH COLUMBIA WITH SPECIAL REFERENCE TO ADULT EDUCATION (Ed.D. thesis). Dickinson, Gary British Columbia Univ., Vancouver Apr 68

TERMS: *adult education programs, *participation, *rural areas, *attendance patterns, *participant characteristics, evening classes, social relations, residential patterns, rural population, interviews, age differences, children, family relationship, farmers, parental background, educational interest, distance, surveys, doctoral theses, British Columbia,

ABSTRACT: Three hypotheses tested social characteristics, social interaction patterns, and locality of residence of isolated rural participants and nonparticipants in adult education. Data were collected through personal interviews and the analytical survey method was used. There were nine significant socioeconomic differences between participants and nonparticipants --age, number of children at home, birthplace, number of years resident in the area, number of related families living in the area, farm or nonfarm resident, father's education, perceived adequacy of skills, and desire for further education or training. Of the social interaction characteristics studied, social participation and broad opinion differentiated between the participants and the nonparticipants. The number of participants decreased as distance from the night school center increased. (author/pt)

AC 000 853 C CHARACTERISTICS, INFORMATION SOURCES, AND GENERAL INNOVATIVENESS OF WORKSHOP PARTICIPANTS. Lewis, Susan S. * and others. Nebraska Univ., Lincoln. Cooperative Extension Service. 67 7p.

TERMS: *participant characteristics, *participant satisfaction, *adoption (ideas), *rural extension, *evaluation, innovation,

ABSTRACT: This is a report of a project conducted to evaluate the corn-sorghum workshop presented in 8 eastern Nebraska counties during the winter of 1966-67. Special emphasis was placed on the characteristics of participants, their degree of innovativeness, their knowledge gained, and their attitude toward this workshop. (ja)

SECONDARY TERMS: information dissemination, workshops, program attitudes, Nebraska, Cooperative Extension Service,

AC 000 028E SOURCE CREDIBILITY AS AN EVALUATION TOOL FOR EXTENSION ECONOMISTS.
ED 011 092 Lutz, Arlen E. * Stonecipher, Charles L. Nebraska. Univ., Lincoln.
Agricultural Extension Service. JUL 66 EDRS PRICE MF-$0.25 HC-$0.36
9p. table.

TERMS: *evaluation, *information dissemination, *educational television, *participant satisfaction, *rural extension, evaluation

ABSTRACT: This study sought to appraise the effectiveness of presenting livestock feeding information by television. Audiences of Outlook telecasts in the Omaha and Sioux City areas rated extension economists on an 18-item source credibility checklist with a 7-point scale. Rating sheets were returned by 26 persons at Omaha and 40 at Sioux City, and 11 extension administrators and agricultural editors also responded. Ratings were made on safety, dynamism, qualification, and utility-- i.e., audience confidence, speaker's personality and effectiveness of presentation, authority of the speaker, and applicability of the program to the situation. Kropp-Verner attitude scales were administered to 66 livestock feeders who had made source credibility ratings, and to 205 other livestock feeders. Source credibility scores ranged from 5.24 to 6.19. The relatively high ratings, especially on safety and qualification, indicate that the economists were seen as credible information sources. Among responses to the 18-item Kropp-Verner scale, 27 indicated high satisfaction, 20 indicated moderate satisfaction, and 9 indicated slight satisfaction. Results of the shorter Kropp-Verner scale were comparable. Home television audiences proved basically homogeneous in income, educational level, size of feeding operation, and related characteristics. No significant differences in presentation were noted. Document includes 4 references. (ly)

SECONDARY TERMS: techniques, research, extension agents, questionnaires, extension economists, rating scales, Kropp-Verner Attitude Scale, Source Credibility Rating Scale,

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AC 002 066 E EVALUATION OF FAMILY SERVICE PROGRAM, HOME ECONOMICS DIVISION
ED 017 836 OF COOPERATIVE EXTENSION, CLINTON COUNTY, NEW YORK. Supplement
to Extension Study Number 15. Alexander, Frank K. New York
State Univ., Ithaca. Coll.of Home Economics at Cornell Univ.
New York State Univ.,Ithaca. Coll.of Agriculture at Cornell Univ.
Feb 68 EDRS PRICE MF-$0.25 HC-$1.48 35p.

TERMS: *homemaking education, *program evaluation, *socioeconomic background, *participant characteristics, residential patterns,

ABSTRACT: Combined data on third and fourth cycle lessons of the Clinton County Family Service Program were used to study the socioeconomic characteristics of the participants and to evaluate the effects of teaching. Place of residence, home ownership, age, educational level, marital status, family composition, employment, mobility, income, and participation were among characteristics discussed. Both groups had a larger percentage of urban participants, fewer women from owner families, a lower median age, and a greater number of persons per household than the average county or rural populations. The high ratings of lessons indicated satisfaction and pre and post test scores show significant gains in knowledge. Implications suggest that recruitment should be continued as it has been since both groups differed importantly and unfavorably from the county's total and rural population. The Family Service Aides, when trained by competent home economists, can teach participants so that they make significant progress. (pt)

SECONDARY TERMS: age, educational background, marital status, family (sociological unit), employment, mobility, income, participation, urban population, participant satisfaction, investigations, extension education, Clinton County, New York State,

AC 001 975ME
ED 019 569

REASONS GIVEN BY A SELECTED GROUP OF ILLINOIS WOMEN FOR ENROLLING IN ADULT HOMEMAKING CLOTHING CLASSES. (Master's thesis). Lutz, Rowena M. Southern Illinois Univ., Carbondale Aug 57 DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *adult education programs, *clothing instruction, *motivation, *participant characteristics, home economics teachers, economic factors, homemaking education, questionnaires, enrollment, masters theses, Illinois,

ABSTRACT

A study was made to determine the reasons why more courses were being held in clothing than any other area in adult homemaking education in Illinois. Fifty percent of the 131 clothing classes in session in Illinois in October 1956 were studied. Questionnaires from 460 adult class members and 26 teachers were used. Analysis showed such characteristics of class participants as 88.3 percent married, 319 having children, 18 percent living on farms, 149 working outside the home, and 129 having taken adult home economic courses before. Data on teachers included such factors as number of years in teaching of homemaking and number of adult classes taught. Data supported the hypotheses that many women sew because of economic values and that some homemaking teachers encourage women to choose clothing courses, but refuted the hypotheses that they like a tangible return for their time spent in adult classes, and that they sew to express their creative ability. This masters thesis is available from Southern Illinois University, Carbondale. 83 pages. (rt)

AC 002 447 E

FACTORS ASSOCIATED WITH THE EDUCATIONAL AND ORGANIZATIONAL PARTICIPATION OF ADULTS OF HIGH AND LOW EDUCATIONAL ATTAINMENT. (M.S. thesis). Moss, Gwenna Wisconsin Univ., Madison. Dept. of Agricultural and Extension Educ. Jan 68 DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *participation, *adult education programs, *voluntary agencies, *participant characteristics, *educational background, masters theses, research, psychological characteristics, rural areas, Wisconsin,

ABSTRACT

The purpose of this study was to determine the relationships between selected positional and psychological factors and participation in adult education activities and in voluntary organizations within high and low levels of education. Interviews were conducted with a probability sample of the adults of a rural Wisconsin county, including 274 persons with less than 12 years of schooling and 128 persons with more than 12 years of schooling. Respondents also completed four sub-scales of the California Test of personality. For those of low educational level, participation in adult education activities was significantly related to age, employment status, income, family status, perceived ability to bring about community change, and withdrawing tendencies. Only the personality trait of social skills was associated with the participation of adults of high education. Since 94 percent of those of high education belonged to at least one voluntary organization, this variable was analyzed only for those of low education. Membership was found to be significantly related to employment status, income, marital status, perceived ability to bring about community change, and the personality traits of withdrawing tendencies, social skills, and occupational relations. Implications for adult educators and for further research were suggested. (Document includes 50 tables.) This masters thesis is available from the University of Wisconsin, Madison, 156 pages. (author)

AC 002 278ME ADULT EDUCATION IN FAMILY BUSINESS PRACTICES (M.S. thesis). Draper, Argen H.
ED 019 585 Texas Woman's Univ., Denton Aug 64 DOCUMENT NOT AVAILABLE FROM EDRS.
TERMS: *money management, *family attitudes, *consumer economics, *family income, *program planning, educational background, educational needs, masters theses, Texas,

ABSTRACT

In a study of family money management, a questionnaire was completed by wives in 94 families selected at random from those who had used the services of the extension office in Deaf Smith County, Texas. Only one family in the study followed all of the 16 specified business practices. It was found that, in general, families were following specified business practices, preferred family recreation during leisure time, had learned about money management from their parents, and wanted their children to learn money management in a junior or senior high school course. Finances were not discussed before marriage, husbands were more willing to assume indebtedness than wives, educational background had more influence on financial management than did formal training and level of income, and all families desired to be able to educate their children. Wives rated themselves as fair financial managers. Improvement of business practices would solve many family disagreements. (The document includes seven tables, 46 references, and a plan for an adult education program to include a variety of teaching techniques and resource persons outlined in two sections--basic learnings and experiences and activities.) This document is a masters thesis available from the College of Household Arts and Sciences, Texas Woman's University, Denton. 67 pages. (aj)

AC 002 062 E STUDY OF HOME DEMONSTRATION UNITS IN A SAMPLE OF 27 COUNTIES IN
ED 017 833 NEW YORK STATE, Number 3. Alexander, Frank D. * Harshaw, Jean
New York State Univ., Ithaca. Coll. of Agriculture at Cornell Univ. New York State Univ., Ithaca, Coll. of Home Economics at Cornell Univ. May 64 EDRS PRICE MF-$0.25 HC-$1.08 25p.
TERMS: *extension education, *participant characteristics, *homemakers clubs, research, questionnaires, group membership, age groups,

ABSTRACT: An exploratory study examined characteristics of 1,128 home demonstration units to suggest hypotheses and scope for a more intensive study of a small sample of units, and to provide guidance in sampling. Data were obtained from a specially designed membership card used in 1962. Unit size averaged 23.6 members but the range was fairly great. A need for examining adjustments in education procedures according to unit size was identified. An average length of membership was 6.7 years with a mean age of 42.9 years. This suggests that a progressive graded program of subject matter might be offered and that younger women may not be attracted to unit programs. Rural members predominate a large majority of units and a small number have a large percentage of urban members. This may imply a lack of interest in attracting low income minority groups of the cities into the program. About one fifth of a unit members have more than high school education and a majority of units have working members. (Other characteristics and their implications discussed are organizational activities, age of children, and occupations of husbands. The membership questionnaire card is included in the appendix.) (pt)
SECONDARY TERMS: residential patterns, low income groups, educational background, working women, children, occupations, New York State,

AC 002 479 E
ED 019 617

FARM LABOR OPINIONS OF FARMERS PARTICIPATING IN FARM LABOR STUDY GROUPS IN NINE COUNTIES IN NEW YORK STATE. Special report, Number 14. Alexander, Frank D. New York St. Univ., Ithaca. Coll. of Agriculture at Cornell Univ. New York St. Univ., Ithaca. Coll. of Home Economics at Cornell Univ. May 68 EDRS PRICE MF-$0.25 HC-$1.96 47p.

TERMS: *rural extension, *changing attitudes, *employer employee relationship, *farmers, *farm labor, research, group instruction, participant characteristics, age differences, man days, dairymen, income, item analysis, pretests, post testing, statistical data, New York State,

ABSTRACT

In an attempt to learn whether the human relations emphasis in a series of study groups influenced the opinions of farm operator participants concerning farm labor, 61 operators were pretested and posttested with a 37 item test on work incentives and motivation, perception and attitudes, salary and fringe benefits, and management problems and practices. These farmers were relatively young and well educated, had fairly large enterprises, and employed many laborers. The farmers' mean score rose from 64.1 percent to 71.5 percent. Positive changes in farm labor opinions were significantly related to types of farming (dairymen tended to be surpassed by others), but not to age, value of gross sales, or man days of labor employed. The document includes 13 tables, the opinion test, and statistics on test items. (ly)

AC 002 141 E
ED 019 578

OTSEGO COUNTY EXPERIMENTAL PROGRAM FOR TESTING METHODS OF FORMING FARM MANAGEMENT STUDY GROUPS, A PROGRESS REPORT. Extension study, Number 8. Longest, James W. * Gengenback, William H. New York State Univ., Ithaca. Coll. of Home Economics at Cornell Univ. New York State Univ., Ithaca. Coll. of Agriculture at Cornell Univ. Feb 65 EDRS PRICE MF-$0.50 HC-$3.40 83p.

TERMS: *adult farmer education, *farm management, *grouping (instructional purposes) *rural extension, sociometric techniques, research, attendance, interpersonal relationship, homogeneous grouping, dairymen, adult dropouts, socialization, statistical data,

ABSTRACT

The most frequent method of group formation for intensive farm management programs in New York State has been to combine all interested farmers in large groups at the county extension headquarters. This experiment was set up to study the effectiveness of two methods of forming small groups--by sociometric choice or similar characteristics. All other factors, including the program, were controlled. For three factors the two areas chosen were not well matched--milk per cow, gross farm income, and social participation. Meetings covered such farm management problems as record keeping, machinery cost control, budgeting, forage production, and cropping rotation plans. The operators in the sociometric groups attended meetings much better than those in either the similar characteristics groups or the county group. There was no difference in number of requests for assistance from the agent. Sociometric groups appeared to be the more effective way of organizing groups than the similar characteristics groups because (1) the social organization was compatible with objectives and tasks to be achieved and (2) the group organization was compatible with and integrated into the existing social structure. (pt)

AC 000 097 I A RESTUDY OF THE ACCEPTANCE OF EDUCATIONAL PROGRAMS IN RURAL WISCONSIN. Kreitlow, Burton W. * Butterfield, Paul G. Wisconsin Univ., Madison. Coll. of Agriculture Bul-582 Apr 66 DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *attitudes, *educational programs, *rural areas, *research, *religious cultural groups, ethnic groups, participant characteristics, educational

ABSTRACT: Rural adults in Wisconsin who were studied in 1953 were restudied in 1963 to determine their attitudes and actions toward selected educational programs, farming practices, and participation in organizations. The original study and the restudy compared 19 pairs of homogeneous and heterogeneous locality groups. Extensions of the study concerned three types of groups--(1) homogeneous, with 80 percent or more alike in religion and national origin,--(2) heterogeneous, with no dominant religious-ethnic pattern, and (3) changed localities, in which groups homogeneous in 1953 were no longer so in 1963. In the restudy, adults in heterogeneous groups were more favorable to school programs and practices, sought and attained higher educational goals, scored higher in socioeconomic status, and showed greater acceptance of improved farm practices, than adults in homogeneous groups. Adults in homogeneous locality groups indicated greater locality and family strength, and tended to accept improved farm practices more readily than improved school practices. Differences in acceptance of new practices were less in 1963 than in 1953. Both groups showed increased receptivity to improved educational facilities and curriculum and decreased interest in joint parent-teacher curriculum planning, parent groups, and agricultural evening classes. This document, Bulletin 582, is available from the College of Agriculture, University of Wisconsin, Madison. 32 pages. (ly)

SECONDARY TERMS: interest, adoption (ideas), Wisconsin,

AC 002 622 JI AGRICULTURAL EXTENSION IN A KUMAONESE VILLAGE. Sanwal, R.D. DOCUMENT NOT AVAILABLE FROM EDRS. In Journal of Development Studies v1 n4 p384-98 Jul 1965 15p.

TERMS: *AGRICULTURAL EXTENSION; *COMMUNITY DEVELOPMENT; *DEVELOPING NATIONS; *ADOPTION (IDEAS); *EVALUATION; CASE STUDIES (EDUCATION); RESEARCH; RURAL AREAS; ATTITUDES; SOCIOECONOMIC INFLUENCES; LAND USE; FERTILIZERS; FARMERS; AGRICULTURAL SKILLS *Kumaon; India

ABSTRACT: Part of a wider study of changes in the social structure of Kumaonese peasantry, this case study evaluated attempts by the Indian government to introduce chemical fertilizers, an improved variety of seed, and the Japanese method of paddy cultivation, to a village in the region of Kumaon. The suggested innovations were rejected primarily because they appeared burdensome and economically infeasible, but also, as in the case of paddy cultivation and fertilizer, because of attitudes connected with habitual motor responses and the sexual division of labor. The peasants saw the solution of their problems in "open" forests, more land for pasturage and agriculture, or provision of opportunities to earn cash. (ly)

AC 002 139 E INFLUENCE OF AN EDUCATIONAL DEMONSTRATION PROGRAM ON DAIRYMEN'S
ED 017 860 ADOPTION OF FARM PRACTICES. Paper presented at the National
Seminar on Adult Education Research (Chicago, February 11-13, 1968).
Brown, Emory J. * Hartman, Joel 68 EDRS PRICE MF-$0.25 HC-$1.04
24p.

TERMS: *rural extension, *agricultural education, *demonstration projects,
*adoption (ideas), *evaluation, research, longitudinal studies,

ABSTRACT: Pennsylvania State University and the Tennessee Valley Authority conducted a five year (1961-66) agricultural education project in two Pennsylvania counties. This paper reported the preliminary findings. Using the criterion of adoption of selected agricultural practices by surrounding farmers, they attempted to measure the influence of 17 demonstration dairy farms. Data on general agricultural technology, farm management skills, farm practice adoption, patterns of formal and informal activities, interpersonal visiting and communication, and attitudes, goals, and values were gathered by field surveys before and after the action program. Some of the findings indicated that those making the major change in recommended practices were dairymen other than the innovators or early adopters, that the greatest change took place among that group of farmers who had the greatest potential. However, while the educational program did influence changes in adoption of practices, most of the explained variance was attributed to such extraneous factors as individual characteristics, relationships with other persons and organizations, level of farm technology, and varying cultural conditions in the two counties. (The document includes footnotes and eight tables.) This document was a paper presented at the National Seminar on Adult Education, (Chicago, February 11-13, 1968). (1y)

SECONDARY TERMS: dairymen, evaluation criteria, environmental influences, promotion (publicize), farm management, statistical data, analysis of variance, interpersonal relationship, Pennsylvania,

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AC 001 405 THE ADOPTION OR REJECTION OF INNOVATIONS BY DAIRY FARM OPERATORS IN
ED 012 882 THE LOWER FRASER VALLEY (Publication, 11). Verner, Coolie * Gubbels,
Peter M. Canada. Agricultural Economics Research Council, Ottawa. JUN
67 EDRS PRICE MF-$0.50 HC-$3.64 91p.

TERMS: *adoption (ideas), *information sources, *socioeconomic influences,
*innovation, *farmers, diffusion, agricultural education, research,

ABSTRACT: Socioeconomic characteristics, responses to innovations, and use of information sources were correlated for 100 randomly chosen dairy farmers in the lower Fraser Valley of British Columbia. Ten dairying innovations were divided into two groups according to complexity. Adoption scores were used to classify the farmers and stages of adoption (awareness, interest, evaluation, trial, adoption). Characteristics positively related to adoption were active information seeking, social participation, higher income, and large herds of young stock. Characteristics negatively related included long dairying experience, large families, and long tenure on the present farm. Awareness came largely by mass media, but personal contacts were dominant at later stages of adoption. On the less complex innovations, unawareness and discontinuation were higher, while rejection, adoption, and continuation were lower. About half the rejections occurred during awareness. District Agriculturists and farm organizations played a minor role in diffusion and adoption. Provisions for keeping Canadian farmers abreast of desirable innovations were judged inadequate. (The document includes 43 tables and 37 references.) (This publication is also available, for $2.00, from the Agricultural Economics Research Council of Canada, Colonel By Drive, Ottawa 1, Canada) (1y)

AC 002 228*I FACTORS RELATED TO THE ADOPTION, AND REASONS FOR THE NON-ADOPTION, OF RECOMMENDED RICE FARMING PRACTICES BY SETTLERS ON A LAND SETTLEMENT SCHEME IN GUYANA (M.S. thesis). Carter, Bernard W. Wisconsin Univ., Madison. Dept. of Agricultural and Extension Educ. Jan 68

TERMS: *adoption (ideas), *diffusion, *developing nations, *farmers, *rural development, participant characteristics, masters theses, educational needs, Guyana,

ABSTRACT: The study attempted to identify factors related to the adoption or nonadoption of recommended rice farming techniques on the Black Bush Polder Land settlement scheme in Guyana. A sample of 137 settlers was used. No single factor accounted for nonadoption. Rather, several factors including the personal characteristics of settlers and the characteristics of the innovation combined to influence the adoption or nonadoption of innovations. The author warned against the danger of stereotyping farmers' reasons for nonadoption as being due to tradition. On the contrary, situational factors such as inadequate drainage or lack of capital explain the nonadoption of practices. Small-sized families (seven persons or less) showed the highest adoption rate. Education also affected adoption rate. An extension program oriented toward teaching "know how" (application of skills) was, therefore, recommended to offset the disadvantage of low education. Occupational background seemed to be an important factor affecting adoption rate. Laborers showed less tendency to adopt practices than other occupational categories. Social-psychological factors were not stressed in this study. (Document includes a bibliography and tables.) 129 pages. (author)

AC 002 421*I EDUCATIONAL METHODS USED IN PRESENTING CONSUMER INFORMATION TO HOMEMAKERS: LIVING IN LOW INCOME URBAN AREAS (Ph.D. thesis). Norris, Virginia Ohio State Univ., Columbus Jun 67 DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *consumer economics, *educational methods, *low income groups, *housewives, *urban areas, adoption (ideas), participant characteristics, home economics education, St. Louis City, Missouri, doctoral theses,

ABSTRACT: A study of low income homemakers attending consumer information educational meetings in St. Louis City, Missouri was undertaken to determine the knowledge acquired in specified consumer education practices and to assess the applicability of educational methods in presenting consumer information. The schedule of 121 questions used by interviewers to gain responses from those in the ten percent sample was based on teaching objectives outlined by extension home economists on subject matter presented by leader aides and in classes and through the mass media. Participants ranged from 18 to 78 years of age and 82 percent had not completed high school. The mean family size was 3.91. The median family income was $3,590, chiefly from social security benefits. Homemakers adopting practices and acquiring subject matter knowledge were usually those with 9-11 years of formal education and incomes under $2,000. It was recommended that educational programs be aimed at the low income urban homemaker who is under 40 years of age and has a family, and that her leadership abilities be utilized. (author/aj)

AC 001 105 C A VIEWING PANEL EVALUATES "TABLE TALK", A SERIES OF HOME ECONOMICS TELEVISION PROGRAMS. REPORT 10. Hull, Karen B. Cornell Univ., Ithaca. Office of Extension Studies. Oct 66 18p.

TERMS: *home economics education, *program evaluation, *telecourses,

ABSTRACT: This study investigated 13 television programs dealing with home economics information. A panel of 70 persons rated this weekly half hour program around Albany, New York. The purpose, method, and findings of this investigation are presented with four tables of ratings.

AC 002 719 JI IN-DEPTH TEACHING IN EXTENSION. Lutz, Arlen E.; And Others DOCUMENT NOT AVAILABLE FROM EDRS. In Journal of Cooperative Extension; v6 n2 p107-12 Sum 1968 6p.

TERMS: *RURAL EXTENSION; *INFORMATION DISSEMINATION; *WORKSHOPS; *EVALUATION; *FARMERS; EDUCATIONAL NEEDS; PARTICIPANT CHARACTERISTICS; RESEARCH; PARTICIPANT SATISFACTION *Nebraska Extension Service; University of Nebraska

ABSTRACTS: To reach a wider audience of rural adults, extension services should stress programs whose main objective is indepth teaching of basic concepts (operationally defined as instruction in basic content). A study was made in Nebraska to assess the value of new workshop-type programs for meeting the needs of Nebraska Extension Service clientele. The study was based on a sample of 1,092 Nebraska farmers, aged 21-69, who had attended during the winter of 1964-65. Tenants and part owners under 45, with a high school education or better and gross annual farm product sales of over $10,000, were the largest proportion of the sample; 93% indicated that the workshop had dealt with their own interests clearly and interestingly; and about 625 expressed great satisfaction with the program. Findings suggest that the workshop appeals to farmers above average in income, tenure, and education, but relatively young; that clientele systems are in a constant state of renewal; and that the success of the workshop method requires a team approach by county agents and specialists. (ly)

AC 002 338 E
ED 017 889

AN IDENTIFICATION OF EFFECTIVE METHODS TO EMPLOY IN CONDUCTING AN EDUCATIONAL PROGRAM TO REACH AND TEACH LOW-INCOME YOUNG HOMEMAKERS IN RURAL AREAS. Paper presented at the National Seminar on Adult Education Research (Chicago, February 11-13, 1968). Priester, Jeanne Auburn Univ., Alabama. Cooperative Extension Service Feb 68 EDRS PRICE MF-$0.25 HC-$0.56 12p.

TERMS: *low income groups, *homemaking education, *effective teaching, *rural areas, *subprofessionals, individual needs, newsletters, family health,

ABSTRACT: Fourteen nonprofessional program assistants were chosen to conduct the educational programs for low income homemakers in five Alabama counties, supervised by the county home economist. The state administrative staff included a specialist in educational methods, an assistant specialist, and an artist. Deprived mothers were referred by public agencies, schools, and churches. The working visit, a one-to-one teaching method in the homemakers' home, taught by telling, showing, and repeating a skill. Each visit was designed to meet the specific interests and needs of the homemaker at her economic, educational, and skill level. A second method utilized small informal groups which met according to individual plans and needs. A low-reading-level newsletter was published monthly for use in both methods. Daily logs were kept of each homemaker by program assistants. It was found that personalized informal learning experiences helped deprived young homemakers raise their level of living, encouraged mothers and families to grow out of the relief cycle, and raised self esteem, hopes, and aspirations. It was evident that improvement in homemaker skills resulted in cleaner homes, improved eating habits, and better family relationships. The value of utilizing program assistants was also shown. This paper was presented at the National Seminar on Adult Education Research, Chicago, February 11-13, 1968. (pt)

SECONDARY TERMS: family relationship, living standards, home visits, investigations,discussion groups, Alabama,

AC 000 463JC WHEN NEIGHBORS MEET. (IN Adult leadership, 15(9)/323,330,
Mar 1967). Wieting, C. Maurice. Mar 67 2p.

TERMS: *discussion groups, *rural extension, Ohio, Ohio Farm Bureau
Federation,

ABSTRACT: Advisory Councils, small groups of Ohio farm men and women, gather regrlarly in homes to discuss selected topics relating to agriculture and contemporary problems. (aj)

AC 002 417 JE WHAT DOES THE EYE SEE--THE EAR HEAR? Griessman, B. Eugene DOCUMENT NOT
AVAILABLE FROM EDRS. In Journal of Cooperative Extension; v6 n3 p135-42
Fall 1968 8p.

TERMS: *PERCEPTION; *MOTIVATION; *COMMUNICATION (THOUGHT TRANSFER); *EVALUATION;
RESEARCH; RURAL EXTENSION; MEMORY; FARMERS; CONSERVATION *Mississippi

ABSTRACT: Accumulating scientific evidence supports the position that, in general, persons expose themselves to, perceive, and remember messages in a selective manner. The 1965 Mississippi investigation reported in this paper tends to bear out these conclusions. Dominant community norms and attitudes seem significantly related to the perception and retention of forest fire prevention messages. Moreover, the relationship between incendiarism (the winter burning of woods to hasten the spring greening of the grasses) and perception-retention is interpreted as an inverse relationship. Perception-retention rates in this study were found to be lower in the community with the higher incendiary rate. However, the selective processes should be viewed, not as dead ends, but as avenues through which messages can be mediated. Caution is urged for change agents who tend to rely too heavily on their message-sending ability. They cannot assume that the message will be understood and remembered as they might wish it to be. (Two tables and eight references are included.) (author/ly)

AC 001 874 E AN EVALUATION OF LOCAL EDUCATIONAL EXTENSION TELEVISION PROGRAMS BY RURAL PEOPLE AND AGRICULTURAL EXTENSION AGENTS IN THE METROPOLITAN AREA OF PORTLAND, OREGON. (M.S. thesis) Baron, Lloyd C. Arizona Univ., Tucson Apr 65 DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *educational television, *program evaluation, *farmers, *rural extension, *information utilization, females, age groups, statistical data, masters theses, viewing time, program length, program content, extension agents, promotion (publicize), commercial television, audiences, research, television viewing, individual characteristics, Oregon,

ABSTRACT

Objectives of this study were to determine the extent to which selected groups of rural people in metropolitan Portland, Oregon, viewed agricultural extension telecasts on Portland commercial stations and used the information gained to get suggestions for improving the scheduling, types, and content of future programs. Questionnaires were sent to a stratified rural sample and to extension agents involved in agricultural telecasting. The personal characteristics of the rural dwellers, their preferences as to television stations, subject matter, viewing times, manner of presentation, and amounts of agricultural extension broadcasting, and the amount of preparation by the extension agents for their television presentations, were investigated. Recommendations were made for greater attention to the needs and interests of viewers over 40, more programs on home grounds, horticultural, and conservation subjects, consideration of evening telecasting aimed at a wider potential audience, greater efforts to publicize the telecasts, a broadcasting workshop for the extension agents, and further research on audience interests and characteristics and relevant trends. This document is a masters thesis available from the University of Arizona, Tucson. (ly)

AC 002 718 JI FIVE APPROACHES TO COMMUNITY RESOURCE DEVELOPMENT. Cosgriffe, Harry A. DOCUMENT NOT AVAILABLE FROM EDRS. In Journal of Cooperative Extension; v6 n2 p85-92 Sum 1968 8p.

TERMS: *TYPOLOGY; *EXTENSION EDUCATION; *COMMUNITY DEVELOPMENT; *PROGRAM PLANNING; *EDUCATIONAL METHODS, *Cooperative Extension Service

ABSTRACT: Five major types of community resource development have been identified by means of information from program reports and conferences and recent observation in a number of states on how this work is being defined and conducted. These are: (1) management development, in which an extension change agent works to educate influentials in public and private life; (2) sensitivity development programs to improve the public affairs understanding of concerned citizens and public officials; (3) environmental development, in which change agents seek to complement the work of official Federal, state, and regional, and local planning and development agencies and voluntary development groups; (4) project development, in which change agents, after systematic inquiry with relevant groups and individuals, focus on specific problems; and (5) organizational development, in which attempts are made to establish and maintain new organizations with the hope of stimulating local and regional development. Such forms of development may be either mutually exclusive or interrelated. (ly)

AC 000 752 PI
ED 014 214

THE IMPACT OF AN EDUCATIONAL TELEVISION SERIES, AN EXPERIMENTAL STUDY. Merrill I. R. Michigan St. Univ., East Lansing WKAR-TV-RR-573M Michigan St. Univ., East Lansing. Agr. Exp. Station Apr 57 EDRS PRICE MF-$0.50 HC-$3.44 84p.

TERMS: *adults, *educational television, *agricultural research projects, *changing attitudes, *adult learning, rural environment, urban environment,

ABSTRACT:

THE OBJECTIVES OF THIS STUDY WERE TO DISCOVER WHETHER THE DOCUMENTARY TV FILM SERIES, "COUNTY AGENT," HAD APPEAL FOR AND IMPACT UPON A GENERAL AUDIENCE AND WHETHER A SIGNIFICANT RELATIONSHIP EXISTED BETWEEN THE METHODS OF PROGRAM EVALUATION USED. THE TV SERIES, BROADCAST OVER WKAR-TV, CONSISTED OF 13 PROGRAMS ABOUT PROJECTS SPONSORED BY THE AGRICULTURAL EXPERIMENT STATION. ITS PURPOSE WAS TO INFORM AND INFLUENCE ATTITUDES IN FAVOR OF AGRICULTURAL RESEARCH. IN THE EXPERIMENT, 120 ADULTS VIEWED 2 SAMPLE PROGRAMS FROM THE SERIES, ONE ON SOIL TILLAGE AND ONE ON HUMAN NUTRITION. THE SUBJECTS WERE DIVIDED BY SEX AND PLACE OF RESIDENCE INTO SIMILAR GROUPS OF 10. THE SUBJECTS WERE TESTED BEFORE AND AFTER VIEWING. LEARNING WAS MEASURED BY CLOZE PROCEDURE (SENTENCE COMPLETION), ATTITUDE SHIFT BY THE SEMANTIC DIFFERENTIAL (EVALUATIVE SCALES OF GOOD-BAD AND NICE-AWFUL). THE WKAR-TV PROGRAM ANALYZER MEASURED PROGRAM APPEAL AND EVALUATION OF SEGMENTS WITHIN EACH PROGRAM ON A LIKE-DISLIKE SCALE. THE DIFFERENCE IN PRE- AND POSTTEST SCORES REVEALED SIGNIFICANT LEARNING FROM BOTH PROGRAMS IN ALL SUBJECT GROUPS. ANALYSIS OF VARIANCE REVEALED NO SIGNIFICANT DIFFERENCES AMONG SEX AND RESIDENCE CATEGORIES. SIGNIFICANT POSITIVE ATTITUDE SHIFTS OCCURRED TOWARDS CONCEPTS CONTAINED IN THE PROGRAMS. NO RELATIONSHIP APPEARED BETWEEN RESULTS OF THE SEMANTIC DIFFERENTIAL AND PROGRAM ANALYZER EVALUATIONS. (MS)

AC 001 417 I
ED 014 881

"THIS BUSINESS OF FARMING" 1964, A STUDY OF AUDIENCE REACTIONS TO A TELEVISED COURSE OF INSTRUCTION FOR FARMERS IN THE PRAIRIE PROVINCES OF CANADA. Canadian Broadcasting Corp., Ottawa (Ontario) Apr 65 EDRS PRICE MF-$1.50 HC-$14.28 355p.

TERMS: *ADULT FARMER EDUCATION; *TELEVISED INSTRUCTION; *TELEVISION VIEWING; *FARM MANAGEMENT; *ATTITUDES; INTERVIEWS; EVALUATION Canada

ABSTRACT:

FOLLOWING EXTENSIVE PROMOTIONAL CAMPAIGNS, THE CANADIAN BROADCASTING CORPORATION COOPERATED WITH THE EXTENSION SERVICES OF THE CANADIAN DEPARTMENT OF AGRICULTURE TO PRESENT A TELEVISED COURSE OF 5 ONE-HOUR PROGRAMS IN MODERN FARMING METHODS. 4 PROGRAMS WERE ALIKE FOR MANITOBA, SASKATCHEWAN AND ALBERTA, BUT THE FIFTH DIFFERED IN EACH PROVINCE. THIS STUDY'S PURPOSE WAS TO PROVIDE AUDIENCE FEEDBACK INFORMATION TO ASSESS THE VALUE OF THE COURSE, AND TO AID PLANNING OF THE FUTURE, WITH SPECIAL FOCUS ON THE UTILITY OF A SINGLE SET OF PROGRAMS FOR THE VAST CANADIAN PRAIRIE REGION. AREA PROBABILITY SAMPLING OF FARM HOUSEHOLDS WITH TV AND TELEPHONE YIELDED 4372 USABLE INTERVIEWS IN THE 3 PROVINCES. IN OVER 55 PERCENT OF THE HOMES IN THE TOTAL COVERAGE AREA THE FARMER HIMSELF VIEWED THE PROGRAMS. FACTORS THAT CONTRIBUTED TO VIEWING DIFFERENCES IN THE 3 PROVINCES ARE DISCUSSED. THE COURSE WAS PARTICULARLY SUCCESSFUL IN REACHING FARMERS WITH LITTLE PREVIOUS KNOWLEDGE OF EXTENSION SERVICES ACTIVITIES. EXCEPT FOR SOME SMALL FARMERS, AUDIENCE REACTION WAS OVERWHELMINGLY FAVORABLE, AND EMPHASIZED THE COURSE'S PRACTICAL VALUE AND ITS APPEAL TO DIVERSE NEEDS AND INTERESTS. MANY COMPARATIVE GRAPHS AND CHARTS ARE PRESENTED, ALONG WITH SAMPLING INFORMATION AND INTERVIEW SCHEDULES. FURTHER INFORMATION IS AVAILABLE FROM THE DIRECTOR OF RESEARCH, CANADIAN BROADCASTING-CORP. OTTAWA. (LH)

AC 002 [illegible] E SOCIOMETRIC FORMATION AND EFFECTIVENESS OF GROUPS IN A FARM
ED 017 83[illegible] MANAGEMENT PROGRAM. Extension study, Number 2. Longest, James W. * and others New York State Univ., Ithaca. Coll.of Agriculture at Cornell Univ. New York State Univ.,Ithaca. College of Home Econ.at Cornell Univ. Jul 62 EDRS PRICE MF-$0.25 HC-$0.68 15p.

TERMS: *grouping (instructional purposes), *sociometric techniques, *discussion groups, *farm management, *behavior change, participation, evaluation,

ABSTRACT: The extension agent conducting the Farm and Home Management Program for farmers and their wives in a New York county began using small experimental study groups in the second year of the program. Use of sociometric techniques for forming these groups resulted in redistribution of the 15 members of two original groups to five different groups and in the recruitment of ten new members for the five groups. Little change occurred in the membership of the smaller original group, whose five members came from a small sector of the township. Ten members of the larger original group, placed by use of sociogramed choices, were regrouped in four different groups. Composition of the new groups correlated closely with neighborhood and area leadership patterns. One year later, no significant behavior change was noted in the small group, which functioned satisfactorily both before and after the survey, but members of the larger group showed greatly improved communication and cohesiveness. Although objective measures of subject matter learning were not provided, extension agents gave a highly favorable evaluation of behavior changes produced by the redistribution of study groups. The document includes one chart, one table, and footnotes. (ly)

SECONDARY TERMS: farmers, homogeneous grouping, community leaders, attendance, neighborhood, Farm and Home Management Program, New York State,

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AC 002 211ME AN EVALUATION OF SELECTED TEACHING METHODS IN GETTING A NEW
ED 017 872 FARM PRACTICE ADOPTED IN ST. LANDRY PARISH, 1960 (M.S.Thesis). Robert, James J. Louisiana State Univ., Baton Rouge Aug 61 DOCUMENT NOT AVAILABLE FROM EDRS.

TERMS: *teaching methods, *farmers, *evaluation, *adoption (ideas), *agricultural skills, group discussion, newsletters,

ABSTRACT: To evaluate the comparative effectiveness of the circular letter, neighborhood meeting, and farm visit in getting a new farm practice adopted on rice farms in St. Landry Parish, Louisiana, three sample groups were selected at random from the Agricultural Stabilization and Conservation Service rice growers list and exposed to one of the teaching methods. Data were obtained by personal interview,using a prepared list of questions designed to give socioeconomic and productive practice information as well as information about the teaching methods. It was found that 77 percent of the farmers studied adopted the practice. The neighborhood meeting was the most effective method, probably because of added discussion and interchange of ideas among farmers, followed by the farm visit and circular letter. However, the circular letter was as effective as the other two methods in creating an awareness of the need. Estimated costs per contract were--farm visit $2.92, neighborhood meeting $.90, and circular letter $.08. Costs of individual contact should be considered in evaluating the teaching methods. (Document includes the questionnaire, circular letter, and 24 references.) This master's thesis is available from Louisiana State University, Baton Rouge. 77 pages. (aj)

SECONDARY TERMS: participant characteristics, socioeconomic influences, interviews, questionnaires, farm visits, farm management, estimated costs, Louisiana,

AC 002 875 I
ED 017 373

EXTENSION METHODS IDEAS FOR RURAL CIVIL DEFENSE. Department of Agriculture, Washington, D.C. Report number PA-587 Sep 63
EDRS PRICE MF-$0.25 HC-$0.92 21p.

TERMS: *CIVIL DEFENSE; *COMMUNICATION SKILLS; *PROGRAM PLANNING; *RURAL POPULATION; COMMUNITY ORGANIZATIONS; DISCUSSION GROUPS; EXHIBITS; LEADERSHIP TRAINING; MASS MEDIA; PROGRAM EVALUATION; RURAL EXTENSION; SMALL GROUP INSTRUCTION Office of Civil Defense; Cooperative Extension Service

ABSTRACT:

TECHNIQUES FOR INVOLVING THE RURAL POPULATION IN CIVIL DEFENSE PLANNING IS THE SUBJECT OF THIS DOCUMENT. AN INITIAL STEP INVOLVES DETERMINING THE VARIOUS COMMUNICATION SKILLS TO BE USED. METHODS OF WORKING WITH COMMUNITY ORGANIZATIONS, MASS MEDIA TECHNIQUES, AND CONSTRUCTION OF EXHIBITS ARE DESCRIBED. SMALL GROUP DISCUSSION TECHNIQUES EXPLAINED INCLUDE--(1) BUSY GROUPS, (2) LISTENING TEAMS, (3) DIALOGUES, AND (4) ROLE PLAYING. A SECTION IS ALSO INCLUDED ON THE TRAINING AND HELPING OF LOCAL LEADERS. DISCUSSION CENTERS ON THE USE OF SUCCESS STORIES OF OTHER COMMUNITIES AND PUBLICATIONS SENT DIRECTLY THROUGH THE MAILS. A FINAL STEP EMPHASIZED CONCERNS EVALUATION OF PROGRAMS WHICH HAVE BEEN ESTABLISHED. (JS)

AC 002 165E
ED 018 718

FUNCTIONAL ORIENTATION OF WISCONSIN FARM WOMEN TOWARDS MASS MEDIA. Ross, John E. * Bostian, Lloyd R. Wisconsin Univ., Madison. College of Agriculture Dept. of Agricultural Journalism Aug 65
EDRS PRICE MF-$0.25 HC-$1.72 41p.

TERMS: *mass media, *rural areas, *information sources, *housewives, *recreation, evaluation, surveys, individual characteristics, social status, radio, television, rating scales, decision making, statistical data, viewing habits, reading habits, leisure time, periodicals, newspapers, Wisconsin,

ABSTRACT

The study was set up in 1963 chiefly to identify the functions of various mass media and their relative importance to the audience (a sample of Wisconsin farm women). The farm women were in contact with mass media an average of six or seven hours daily. Based on earlier data (1957) it appeared that the proportion of homes with television, women's magazines, and general magazines had risen, while the proportion taking weekly newspapers had decreased. Total responses to direct questions stressed information as the function of mass media, followed by entertainment, social contact, and companionship. However, responses to projection questions stressed entertainment slightly more than information. Prestige ratings favored farm magazines and news and public affairs broadcasting. Farm and women's magazines ranked highest, and television and weekly newspapers lowest, as information sources. Television was most often specified, and farm magazines and weekly newspapers least often specified, for entertainment. Newspapers led in terms of social contact. Radio (with only 11 percent of the sample) was the leading medium for companionship. Findings suggest that these farm women rely heavily on mass media but that the media are used in an interlocking fashion with no one medium serving a given purpose exclusively. The document includes 29 references. (ly)

AC 002 197 E
ED 019 580
TV EDUCATIONAL FUNCTION OF THE COLLEGES OF AGRICULTURE AND HOME ECONOMICS. Extension Study, Number 9. Parts I - VII. Alexander, Frank D. * and others State Univ. of N.Y., Ithaca, Coll. of Agriculture at Cornell Univ. State Univ., of New York, Ithaca, Coll. of Home Economics at Cornell Univ. Sep 65 EDRS PRICE MF-$1.75 HC-$18.92 471p.

TERMS: *educational television, *extension education, attitudes, college faculty, extension agents, broadcast industry, questionnaires, interviews, networks, specialists, resource centers, instructional films, viewing time, universities, participation, commercial television, audiences, programing, administrative personnel,

ABSTRACT

With the need to provide long-term financial support for its TV Film Center, the Department of Extension Teaching and Information at New York State Colleges of Agriculture and Home Economics at Cornell University in cooperation with the Office of Extension Studies initiated in July 1963 a project to ascertain (1) viewpoints relative to off-campus educational functions of the two colleges, (2) opportunities available for getting New York State commercial TV stations to use educational programs, and (3) audience awareness of, attitudes to, and learning from selected productions of the Center. The report of the project is presented here in seven parts. Parts I to IV deal with answers to questionnaires on the TV educational function of the two colleges as seen by 226 faculty members, 333 extension agents, 9 college administrators, and 17 state extension leaders respectively. Part V is information on ways of gaining public service time for education programs obtained by interviewing persons responsible for public programing at 23 commercial TV stations. Part VI supplements information about TV coverage, suggesting how to group counties for participation. Part VII brings together the major findings of Parts I - IV and discusses implications. Feasibility of developing a TV policy and program was indicated and clues were provided to such factors as topics, implementation, and audiences. (rt)

AC 000 554 E
ED 019 533
ANALYSIS OF "IN-DEPTH" SCHOOLS CONDUCTED BY AREA EXTENSION AGENTS. McCormick, Robert W. May 66 EDRS PRICE MF-$0.25 HC-$0.60 13p.

TERMS: *rural extension, *specialists, *program evaluation, *off farm agricultural occupations, *agricultural production, educational objectives, participant characteristics, achievement gains, sequential learning, Cooperative Extension Service, Ohio,

ABSTRACT

Five educational programs were conducted during the fall and winter of 1965-66 at Area Extension Centers established by the Ohio Cooperative Extension Service in January 1965. Aiming mainly at the commercial agricultural industry, specialized extension agents focused on educational problems of agricultural production and of such agribusiness concerns as marketing. Sequential learning experiences were designed to increase understanding of principles and their application. The investigation sought to determine the achievement of stated educational objectives, identify selected participant characteristics (age, occupation, size of farm, size of farming income, educational background and experiences, source of contact, and reasons for enrollment), and assess knowledge and understanding gained by 376 participants. Pretests and posttests, were given. The "in-depth" schools were judged successful, a deeper understanding of concepts was achieved by participants, and the target audience was reached. The document includes seven tables. (ly)

AC 001 396 E RESEARCH AND INVESTIGATIONS IN ADULT EDUCATION. ERIC Clearinghouse
ED 012 877 on Adult Education, Syracuse, N.Y. SUM 67 EDRS PRICE MF-$0.50 HC-$2.64
66p.

TERMS: *adult education, *research reviews, adult learning, program administration, program planning, teaching methods, group instruction,

ABSTRACT: The 177 reports comprising this research review deal with such areas and topics as learning-related abilities, interests, and motives, program planning and administration, learning formats and environments, instructional methods and techniques, adult basic education, vocational education, management and the professions, institutional sponsors (chiefly in extension education), and research methodology. As stipulated by the Educational Resources Information Center (ERIC) of the U.S. Office of Education, each report includes the title, author, standard bibliographic citation, and a signed abstract summarizing purpose, methods, and findings in about 200 words. Except for reports from standard journals and other published sources, most items listed can be purchased in microfilm, microfiche, or hard copy reproduction either from University Microfilms, Inc., or from the ERIC Document Reproduction Center (EDRS). (This document was also published in Adult education, Volume 17, number four, Summer 1967. Adult education is issued quarterly by the Adult Education Association of the U.S.A., 1225 Nineteenth St., N.W., Washington, D.C. 20036) (eb)

SECONDARY TERMS: individual instruction, training techniques, adult educators, research, adult vocational education, adult basic education, management development, professional continuing education, rural extension, university extension, vocational training, correspondence study, participation,

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AC 002 858 1 SUMMARIES OF STUDIES IN AGRICULTURAL EDUCATION, CENTRAL REGION, 1964-1966.
ED 015 338 Warmbrod, J. Robert Illinois Univ., Urbana, Coll. of Education Jul 67
EDRS PRICE MF-$0.50 HC-$3.36 82p.

TERMS: *ABSTRACTS; *AGRICULTURAL EDUCATION; *DOCTORAL THESES; *EDUCATIONAL RESEARCH; *MASTERS THESES; ANNOTATED BIBLIOGRAPHIES; CENTRAL STATES; ADMINISTRATION; FOREIGN COUNTRIES; CURRICULUM DEVELOPMENT; EDUCATIONAL PROGRAMS; EVALUATION; GUIDANCE COUNSELING; INSTRUCTIONAL MATERIALS; LEARNING PROCESSES; TEACHING METHODS; TEACHER EDUCATION

ABSTRACT:

NINETY-NINE DOCTORAL DISSERTATIONS, STAFF STUDIES, AND MASTERS' THESES IN AGRICULTURAL EDUCATION ARE REPORTED IN THE FOLLOWING AREAS -- (1) ADMINISTRATION AND SUPERVISION, (2) AGRICULTURAL EDUCATION IN OTHER COUNTRIES, (3) CURRICULUM DEVELOPMENT, (4) EDUCATIONAL PROGRAMS, (5) EVALUATION, (6) GUIDANCE AND COUNSELING, (7) INSTRUCTIONAL MATERIALS, (8) LEARNING PROCESSES AND TEACHING METHODS, (9) MANPOWER NEEDS AND EMPLOYMENT OPPORTUNITIES, AND (10) TEACHER EDUCATION. THE PURPOSE, METHOD, AND FINDINGS OF EACH STUDY ARE SUMMARIZED. THE STUDIES ARE ARRANGED ALPHABETICALLY BY AUTHOR AND A SUBJECT INDEX IS INCLUDED. (JM)

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